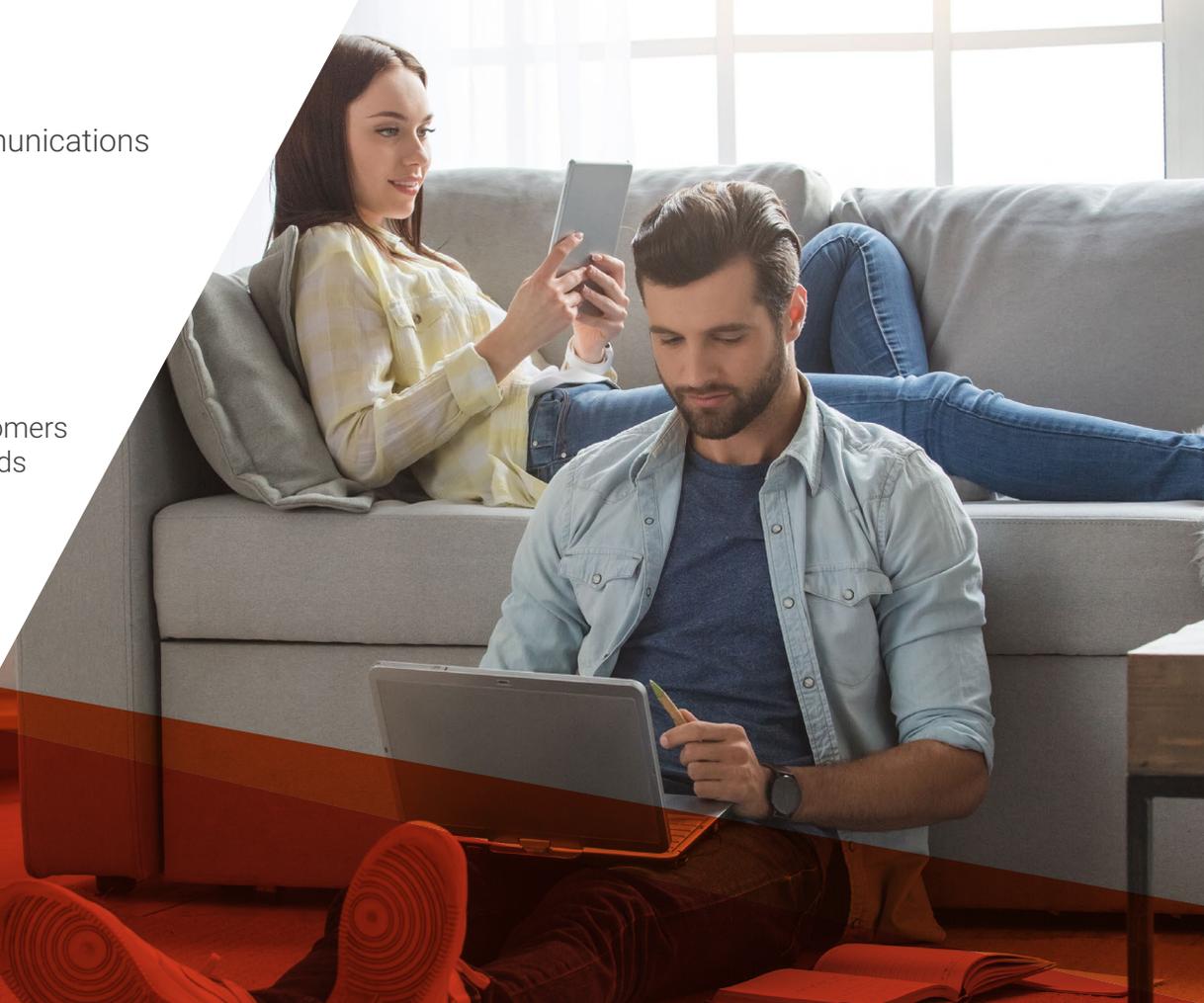# Right on Target:

Leading Telecommunications Company Focuses on Customers and Becoming One of Australia's Most-Loved Service Brands

"With Informatica, we have a clear strategy and direction to add value and to engage more closely with our customers."

Director
Enterprise Information Management
Leading Telecommunications Company

Goals	Solution	Results
Deliver on customer expectations for personalized, omnichannel service interactions across websites, phone, email, mobile, and chat	Informatica MDM master's customer data to engage with customers consistently across all channels	Enhanced customer experiences and helped build loyalty with personalized service regardless of channel
Adapt and stay competitive as market forces transform the Australian telecommunications industry	Informatica PowerCenter allows better understanding of what customers want and need through richer data analytics	Boosted revenue streams and Net Promoter Scores (NPS) by offering new and exciting products and services
Enable the business to quickly identify trends, patterns, and events	Informatica Data Engineering Integration helps build an enterprise data lake	Supported big data initiatives as users find, manage and create data that is usable in a data lake

Business Requirements:

- Become one of the most-loved service brands in Australia

- Use data to offer highly relevant and compelling product choices to customers

- Understand every customer's unique marketing preferences to enhance interaction

About the Telecommunications Company

Founded in 1992, this leading telecommunications company is located in Australia and offers consumers the latest mobile devices and services, as well as broadband Internet, home phone, and video entertainment packages.

Informatica®

Informatica Success Story: Leading Telecommunications Company

One of Australia's largest telecommunications companies, this organization offers market-leading technologies including mobile, telephony, broadband, satellite, and subscription television. Their vision is to lead the way in a more connected Australia by delivering an outstanding customer experience. By helping its 10 million direct customers connect with their world through smarter, user-centric digital services, they are creating a better, more connected future for Australia and are investing in new technologies and the country's National Broadband Network.

A few years ago, this Telecommunications Company launched a customer-centric brand identity and publicly declared its goal to become one of the most loved service brands in Australia. To achieve this, they realized that not only did it need to put customers first, it also had to offer them highly relevant and compelling product choices. Effectively engaging customers was at the core of this plan, and they were aware that they needed to know their customers better and treat them consistently across sales channels— giving them the same high-quality shopping and service experiences on websites, phone, email, mobile, and chat platforms.

At times, customers had two or more records associated with their accounts, making it difficult to consistently match product information to each unique customer. As a result of legacy systems storing siloed customer and product information, customers could receive inconsistent information concerning products and services depending on which sales channel they were using. Regulatory compliance was also a factor, as Australian laws call for strict management of customer preferences concerning marketing communications.

"The telco market in Australia is competitive, complex, and fast-changing," says the Director, Enterprise Information Management at the Telecommunications Company. "Customer expectations are also changing. They want us to understand them, they want offers and products that make sense for them, and they expect a seamless experience on whatever channel they prefer to engage with us. We needed to respond to these challenges quickly, and the only way we could do so was through digital transformation driven by master data management."

As customer and product data volumes grow, the Telecommunications Company must enable the business to quickly identify trends, patterns, and events across high volumes of data for faster and more informed decision-making. To this end, the company is building an enterprise data lake and uses a Cloudera Hadoop cluster for big data analysis. They plan to expand the data lake as quickly as possible and empower developers to curate and consume the data they need to achieve faster insights.

"Informatica is helping us put digital transformation front and center in our strategy. We can use these new capabilities to better engage with customers, build our revenue streams by using data analytics to analyze sales opportunities, and hyper-personalize our products and services to individual customers."

Director
Enterprise Information Management
Telecommunications Company

Partnering for data-driven digital transformation

An existing Informatica PowerCenter customer for data integration between its billing and customer care systems, the Telecommunications Company selected Informatica MDM to master its customer data and create a single, unique view of each customer. By providing a single source of truth for their data-driven digital transformation, Informatica MDM helps them understand customers' needs, demographics, intentions, and preferences. Having consistent data across all channels allows them to engage with customers consistently regardless of the channel being used.

The Telecommunications Company also deployed Informatica Data Engineering Integration instead of native Hadoop tools for big data ingestion and integration. Informatica Data Engineering Integration provides an easy-to-use visual development interface with pre-built transformations, allowing their developers to make fast progress on populating the data lake even though they lacked extensive Hadoop experience.

"We are on a journey to power digital transformation through data and analytics, and we are revamping our entire data landscape," says the Director, Enterprise Information Management. "We needed a partner that could help us with big data management as well as MDM, and Informatica became our partner on this journey."

Delighting customers, building revenue streams

With Informatica MDM, the Telecommunications Company is enhancing customer experiences with the ability to provide personalized service and product offers through all sales channels. An accurate view of the services and products that each customer owns will lead to a greater understanding of what complementary offerings will interest them. This allows them to offer relevant products and services for upsell and cross-sell to help build customer loyalty and increase revenue, while reducing the risk of customers moving to competing telco providers. In addition, having a standardized dataset of customer marketing preferences that are updated via nightly batch processes helps them keep customers happy while meeting regulatory requirements.

"Informatica is helping us put digital transformation front and center in our company's strategy," says the Director, Enterprise Information Management. "We can use these new capabilities to better engage with customers, build our revenue streams by using data analytics to analyze sales opportunities, and hyper-personalize our products and services to individual customers. The ability to delight customers with the services and the products we offer and make people's lives better is very exciting."

Moving toward real-time integration

By accelerating its big data initiatives with Informatica Data Engineering Integration, the Telecommunications Company is better able to guide business strategy using trusted and actionable data. Impressed with the ability to ingest big data quickly via batch processes using Informatica Data Engineering Integration, the Telecommunications Company plans to take its analytics strategy to the next level by ingesting data in real time from the cloud, social media, and other sources from which business decision-makers need to quickly identify patterns and take action.

"Every time we need additional data management capabilities, we do our due diligence to identify the right solution for us," says the Director, Enterprise Information Management. "Every time, we've chosen Informatica. Real-time ingestion and integration are the next step on our digital transformation journey, and we will use Informatica tools to build out those capabilities as well."

Building a respected, valued brand

With a single view of each customer and all the data in one place, the Telecommunications Company is relentlessly pursuing its mission to become Australia's best-loved service brand. By listening to its customers, they have been able to respond to their needs, such as by adding more regional service towers to its network and offering data and device discounts.

"We're boosting our Net Promotor Scores due to the new and exciting products and personalized service we're providing using Informatica solutions," says the Telecommunications Company. "Thanks to Informatica, we now have a clear strategy and direction to use digital transformation to add value and engage more closely with our customers."

Inside The Solution:

- Informatica Master Data Management
- Informatica PowerCenter
- Informatica Data Engineering Integration

"Informatica MDM enables us to have a very efficient and reliable control of preference management for marketing communication with our customers."

Director
Enterprise Information Management
Telecommunications Company

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters
2100 Seaport Blvd, Redwood City, CA 94063, USA
Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica