



## **Customer Success Stories**

## Media Analytics for a CRM Company

### **Business:**

One of the fast growing CRM application product development companies whose product is very popular across the world. Their vision is to compete with Oracle, SAP and others.

### **Challenges:**

User feedback is crucial for any business to conduct continuous improvements. Also, users leaving comments on Social Media can impact business growth and strategic planning. Capturing user comments from social media sites and responding to comments on-time and in the right manner becomes a crucial and time consuming process

### **Solution:**

- ✓ Data extracted from CRM systems, Survey tools, Social Media sites, Websites etc.,
- ✓ Captured user issues & discussions from websites like stackoverflow.com and others
- ✓ Captured the discussion from Professional sites like LinkedIn and others

### **Benefit:**

- ✓ Addressed user issues quickly
- ✓ Improved customer satisfaction
- ✓ Reduced customer complaints and negative remarks about the product issues
- ✓ Improved product quality & features by adding features / concerns based on real-time feedback



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## **Big Data Migration for a Telecom Service Provider**

### **Business:**

Telecom service provider catering to customers across the APAC region

### **Challenges:**

Due to increase in the growth of data volume, cost for maintaining Data warehouse and Business Intelligence systems becomes very high especially in terms of

- ✓ Licensing costs of Oracle database
- ✓ Licensing cost of ETL tools
- ✓ Management of resources and cost of data centers

### **Solution:**

Designed and implemented a Big Data solution with features to reduce cost while continuing to serve customers with the same Business Intelligence and analytical capabilities. Planned and performed a migration of data from traditional RDBMS systems to Big Data architecture and used the Hadoop ecosystem to maintain the Data Lake.

### **Benefit:**

- ✓ Scalability - Removed bottlenecks of core based licenses
- ✓ Significantly reduced current and future licensing costs
- ✓ Simplified Data Backup and Data Retention
- ✓ Increased the support of different formats / types of data



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