



CASE STUDY

The Account Health Dashboard enhances both operational efficiency and user engagement for a business communication company.

Quick Summary

This service communications company utilized a dashboard to uncover actionable insights into SMS delivery success, user activity, and revenue optimization. This data-driven strategy fostered growth and maintained a competitive edge in the evolving business communication industry.

About the Customer

In the dynamic realm of business communication, SMS platforms have become central to customer interaction and service delivery. This company, which offers communication and customer service automation solutions such as chatbots, automated messaging, and customer engagement tools to help businesses streamline their communication, wanted to implement analytical solutions for transformative results.

To enhance the performance of the service automation communication platform, it is necessary to use analytics to uncover actionable insights into SMS delivery success. The initiative focused on enhancing the user experience, increasing engagement, and stimulating revenue growth through better data visibility and management.

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Problem Statement:

The service communications company encountered several obstacles that impeded the full potential of their services.

- **User Engagement Misalignment:** It was difficult to identify user behaviors and preferences, which had an impact on the services provided.
- **Revenue fluctuations:** The platform struggled with inconsistent revenue from its services, necessitating better predictability and management.
- **Operational Inefficiencies:** There was a significant gap in understanding resource allocation for optimal service delivery.
- **Market Positioning:** Determining a robust strategy to stand out against competing SMS service platforms was crucial for enhancing market presence.

Solution:

We developed a suite of dashboard features, focusing on crucial performance indicators and leveraging data from different segments of the platform's operations.

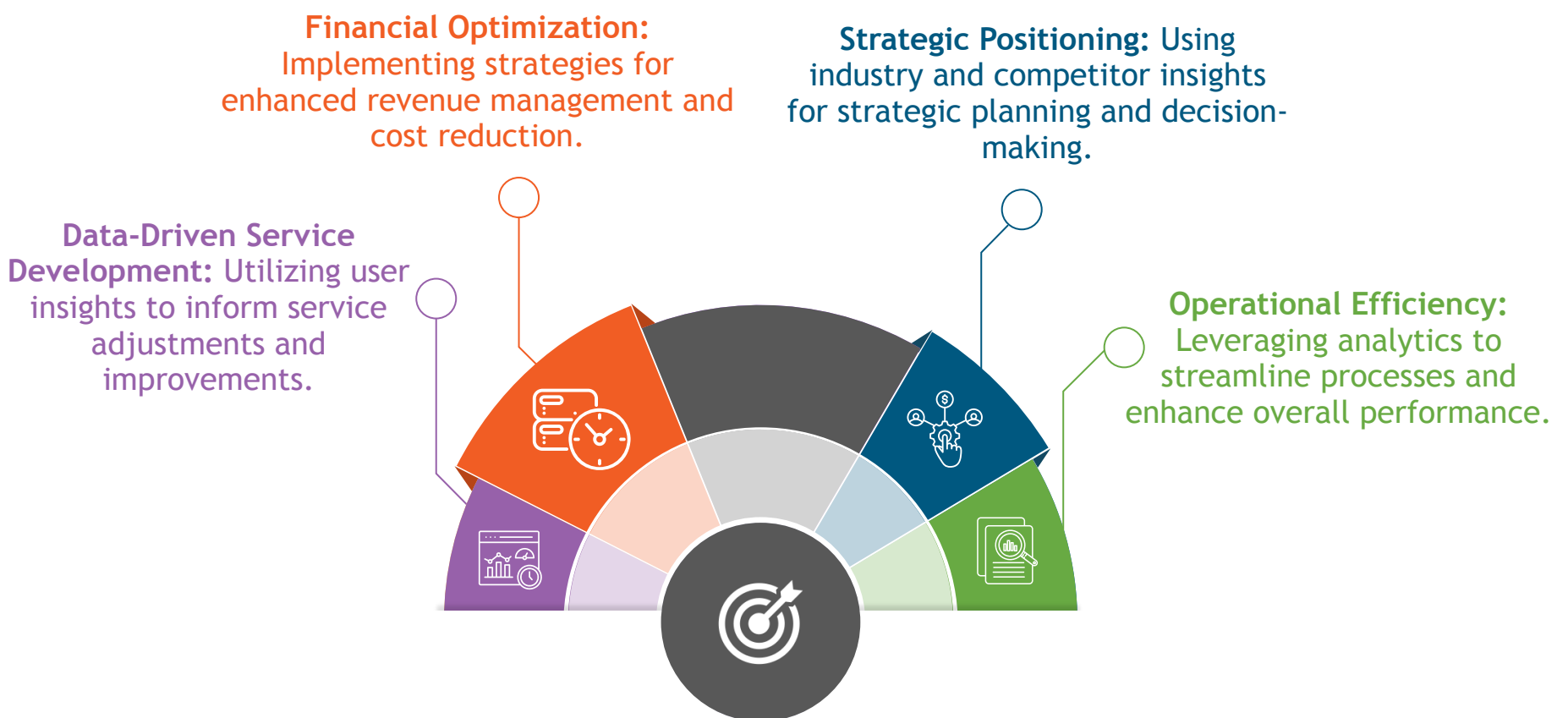
- **User and Usage Analytics:** Deep analysis of user engagement across various metrics helps the platform refine its operational strategy.
- **We used insights into monthly and year-to-date revenue, costs, and profit metrics for better financial management and cost optimization.**
- **Service Delivery Analytics:** We analyzed the balance between SMS delivery success and failure rates to craft a more reliable service delivery strategy.
- **Comparative Analytics:** We benchmarked the platform's services against competitors to identify competitive advantages and areas for improvement.

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Implementing focused analytics solutions empowered the company to make strategic decisions that significantly boosted the platform's performance.

- **Improved Operational Efficiency:** Understanding user patterns led to more efficient resource allocation, enhancing overall service reliability.
- **Revenue Growth:** Financial operations became more streamlined through detailed revenue and cost analysis, resulting in improved profitability.
- **Increased User Engagement:** Boosting content relevance and service responsiveness led to higher user satisfaction rates.
- **Strengthened Market Position:** The platform leveraged unique insights to bolster its competitive edge and value proposition.

Business Benefits:



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to achieve

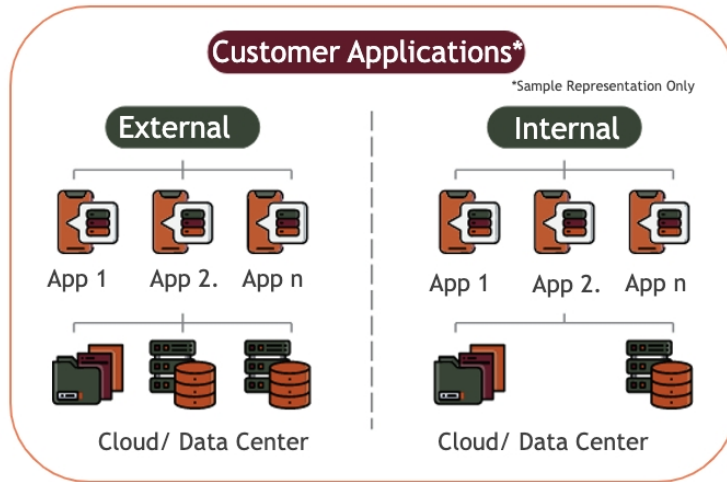
Business Excellence

About CRG solutions

We Cover

Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

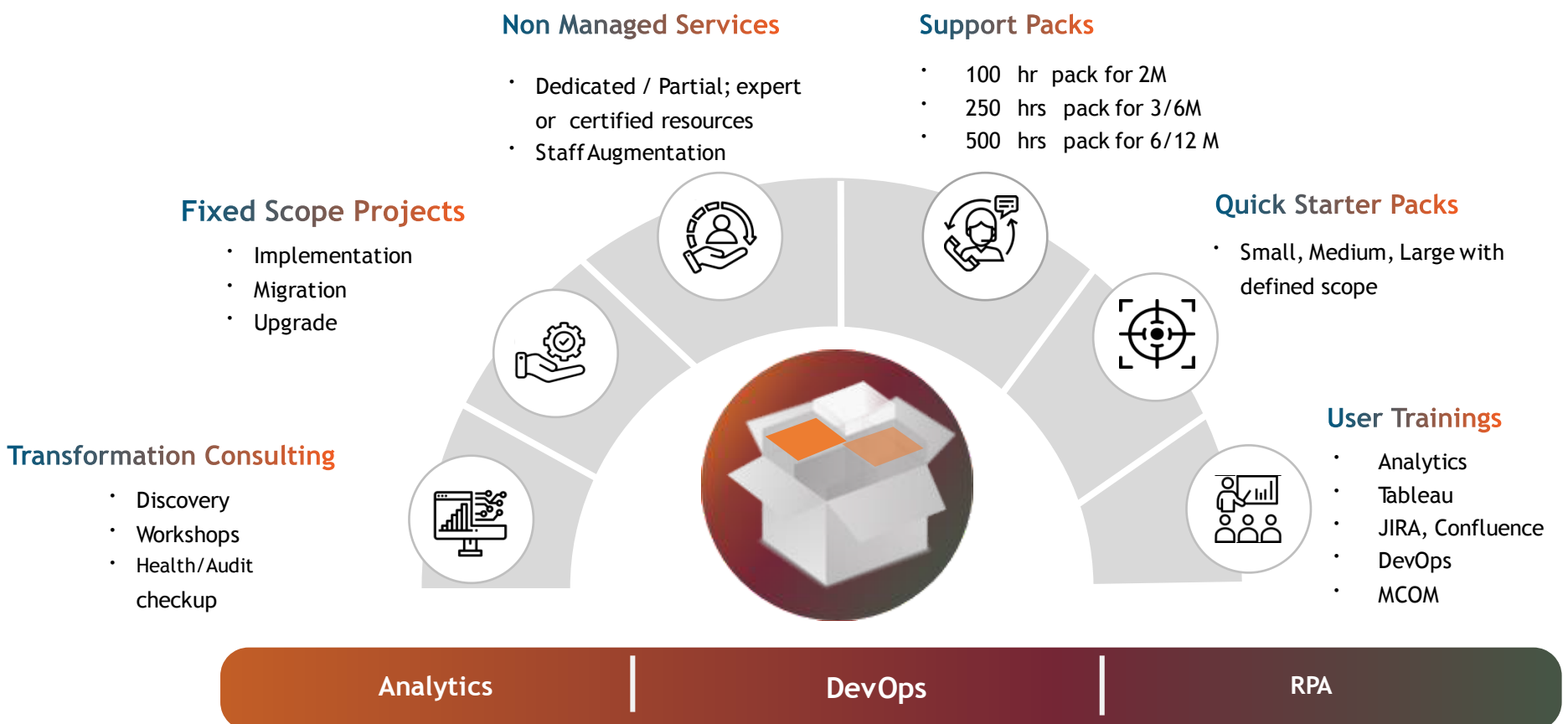


DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



Services Portfolio



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