CASE STUDY

Advanced Analytics implementation for an international service provider to enhance customer satisfaction

Quick Summary

The collaboration between The International Group and CRG Solutions transformed their strategic approach to global market challenges. Overhauling the analytics systems highlights the critical role that advanced data analytics plays in modern business environments, showcasing substantial improvements in efficiency, decision-making, and customer engagement.

About the Customer

An international group, a global leader in domain hosting and online services partnered with CRG Solutions to enhance their analytics capabilities. The project aimed to integrate and optimize data across various service segments to improve decision-making processes and enhance customer satisfaction. This required:

- **Streamline Data Management:** Integrate disparate data sources into a single analytics framework to ensure consistency and accessibility.

- **Enhance Real-Time Analytics:** Develop real-time analytics capabilities to monitor business performance and customer interactions more effectively.

- **Improve Strategic Decision-Making:** Leverage detailed analytics to drive strategic business decisions, enhancing competitive advantage and market responsiveness.

Problem Statement:

The Group faced several significant challenges:

- **Complex Data Ecosystem:** Managing data across diverse business units and international markets led to fragmented insights.

- **Delayed Response to Market Dynamics:** Existing analytic systems were slow, hindering timely decision-making in a fast-paced market.

- **Inefficient Resource Allocation:** Inadequate insight into performance metrics resulted in suboptimal allocation of marketing and operational resources.

Solution:

CRG Solutions designed and implemented a suite of advanced analytics dashboards tailored to the International Group's needs:

- **Executive View Dashboard:** Offered high-level insights into overall business health, equipped with performance indicators essential for strategic reviews.

- **Product View - Pareto Dashboard:** Analyzed product performance across different metrics, identifying key areas contributing the most to revenue and areas needing improvement.

- **Trend View Dashboard:** Tracked historical performance and forecasted future trends, enabling proactive business strategies.

The implementation process included following steps:

- **Data Consolidation:** Unified multiple data streams into a single platform, simplifying data management and improving accuracy.

- **Customizable Analytics Tools:** Provided dynamic tools for various stakeholders to generate custom reports and real-time analytics.

- **Enhanced Data Visualization:** Implemented advanced visualization tools that allowed for easy interpretation of complex datasets and trends.

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Some of the key outcomes of implementing new analytics dashboards:

● **Enhanced Decision-Making:** Real-time data access enabled quicker and more informed decisions across all levels of management.

● **Improved Operational Efficiency**: Streamlined data processes reduced overhead and freed up resources for strategic initiatives.

● **Increased Customer Satisfaction**: Better insights into customer behavior and preferences led to more targeted and effective customer service strategies.

Business Benefits:

Optimized Resource Allocation:
Data-driven insights improved resource use, reducing waste and boosting efficiency.

Enhanced Operational Efficiency:
Streamlined processes lowered costs and maximized productivity.

Agile Market Adaptability:
Advanced analytics enabled quick responses to market shifts and evolving customer needs.

Competitive Advantage:
Complex data analysis offered a significant edge in the technology sector.
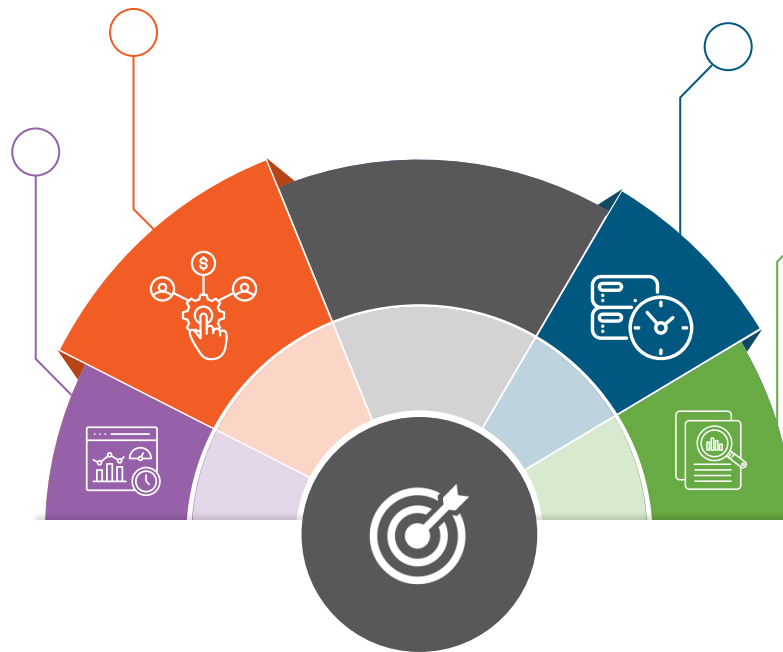
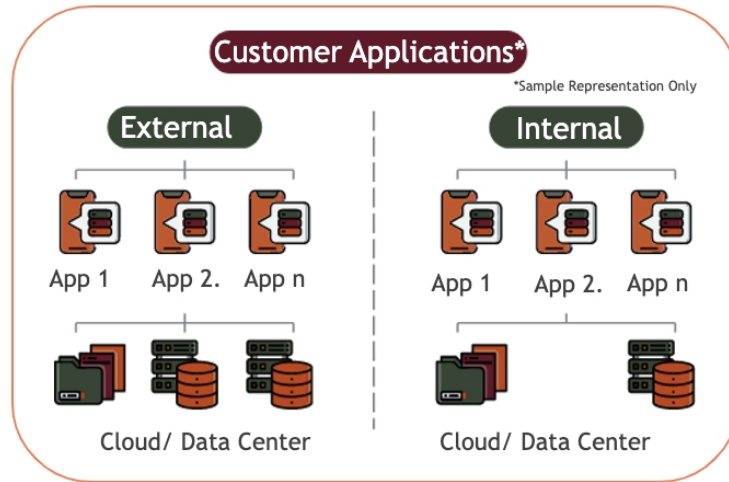*A Trusted Solution Partner*

to achieve

Business Excellence

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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

+ableau **alteryx**

Microsoft **USEReady**
WE EMPOWER PEOPLE TO SUCCEED WITH DATA

Customer Applications*
*Sample Representation Only

External

App 1 App 2. App n

Cloud/ Data Center

Internal

App 1 App 2. App n

Cloud/ Data Center

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
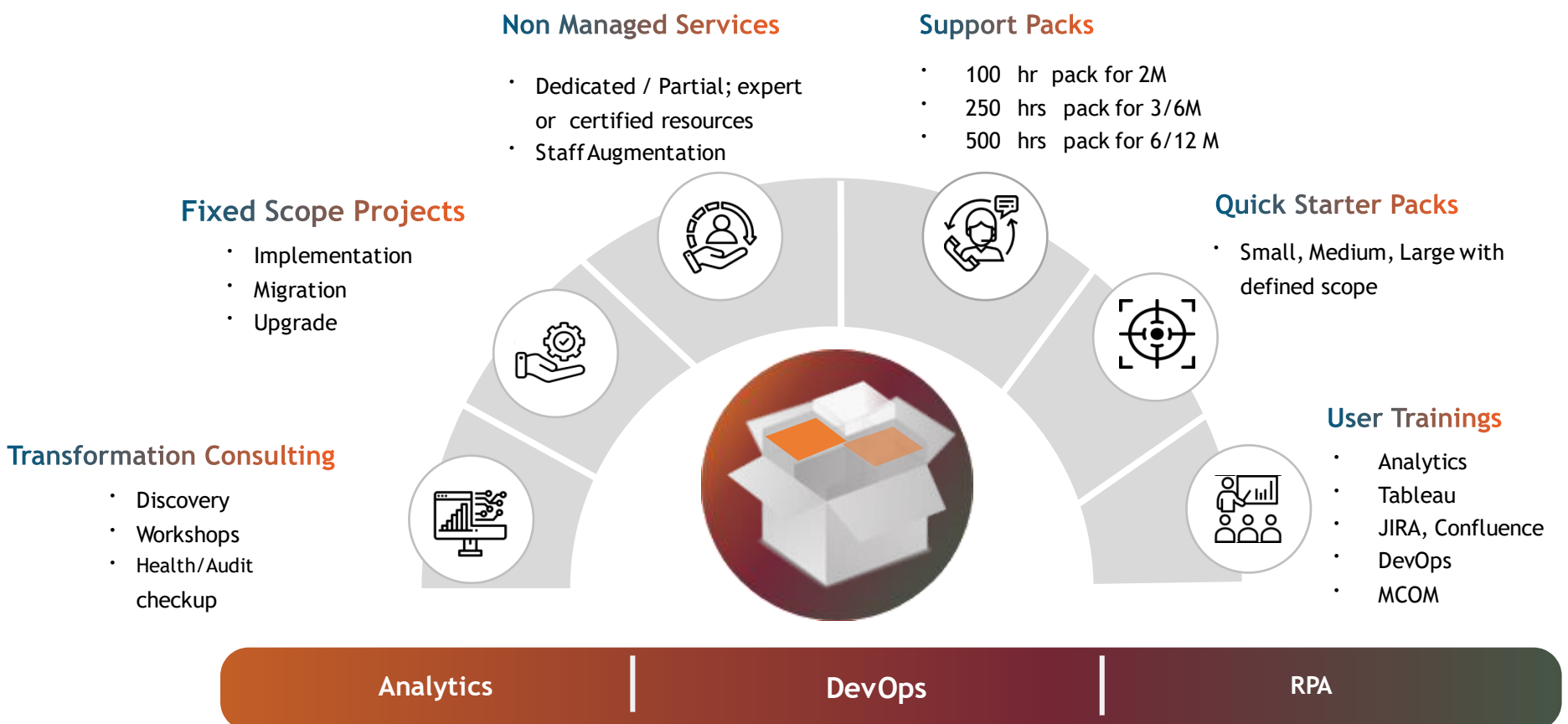
AUTOMATION ANYWHERE **yellow.ai**

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

ATLASSIAN **Microsoft**

Services Portfolio

Non Managed Services
- Dedicated / Partial; expert or certified resources
- Staff Augmentation

Support Packs
- 100 hr pack for 2M
- 250 hrs pack for 3/6M
- 500 hrs pack for 6/12 M

Fixed Scope Projects
- Implementation
- Migration
- Upgrade

Quick Starter Packs
- Small, Medium, Large with defined scope

Transformation Consulting
- Discovery
- Workshops
- Health/Audit checkup

User Trainings
- Analytics
- Tableau
- JIRA, Confluence
- DevOps
- MCOM

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