

10th Annual Minimising Churn & Building Customer Profitability
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Churn Management Case Study – ‘One Solution Fits All’



Presented by: Dr John Brudenell

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Churn Management Case Study - Outline

- UTelco Systems Group Overview
- Case Study Objectives
- Enterprise Approach to Data Management
- Setting the Scene – One Solution for Enterprise & Industry
- Churn Management Case Study
- Mobile Number Portability – Enterprise & Industry-wide
- 'One Solution Fits All' within a Telco
- Questions

UTelco Systems Group Overview

- Operating as UTelco since 1998
- Enterprise Data Management foundation
- Information Management specialisation
- Providing Specialist Telecommunications Industry Consulting since 1989
- Providing EDW/EBI Strategy & Implementation since 1998
- Developing and Enhancing IP for over 25 years
- National & International Focus
 - Melbourne (AU Head Office)
 - Sydney
 - Singapore (APAC Head Office)
 - Further Offices in APAC Region Planned

Case Study Objectives

- Provide understanding of Value of Data Management Approach in managing Telcos Data
- Provide 'know-how' in using approach to achieve successful implementation
 - Industry-wide Enterprise Data & Data Quality Management
 - Enterprise Product Data & Data Quality Management - Enterprise & Industry
- Provide 'know-how' to solve your organisation's Enterprise Data Management & Data Quality issues
- Provide foundation to Mastering your Data Quality Management
 - Across your Enterprise, your Industry & recent Acquisitions
- Provide understanding of how to integrate Customer data with Industry data
 - Mandatory in minimising Churn & maximising Customer Profitability

Enterprise Approach to Data Management

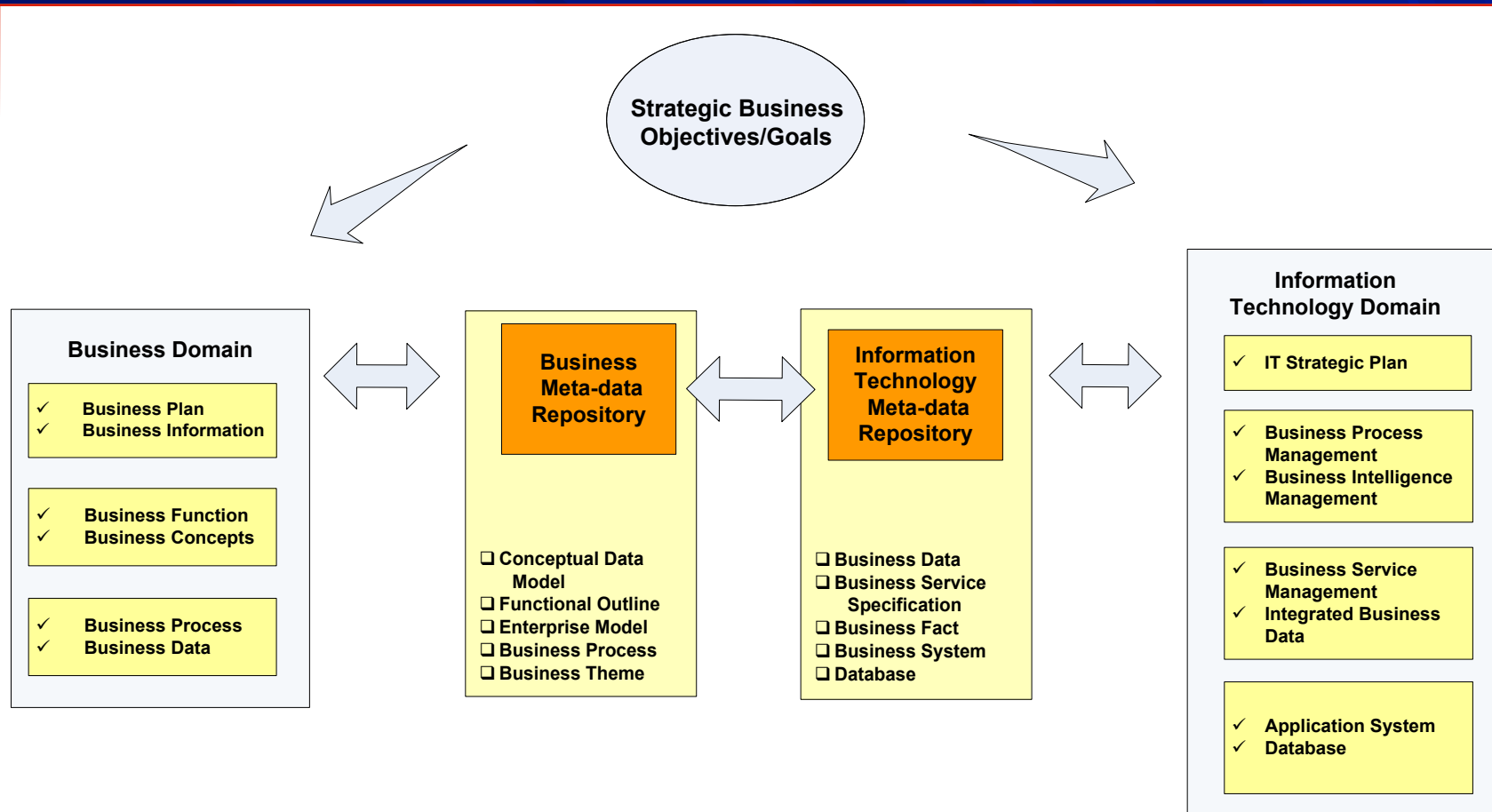
- **Enterprise Business Blueprint**
 - Single specification for all data management requirements
 - Enterprise Services Model specifying all business services
 - Removes dependence on individual's industry knowledge
 - Functional, Data & Information Flow / Sharing perspectives
 - Addresses management of data in context of business functions & business rules
 - Understand context of data
 - Implementation decisions are driven from all business units' perspective
 - Guarantees sharing & reuse

Why have an Enterprise Approach to Data Management?

- **Data is a Corporate Resource & must be managed as such**
- **Data is shared across business functions, applications & business units**
 - Silo approach cannot provide effective management of data
- **Data does not “fall out of the sky” – it does not simply exist in isolation**
 - Data is created & used by Business Functions
- **Data Management must incorporate all meta-data & data management principles must be applied to all meta-data**
 - For instance, data security & privacy including access controls must be managed from enterprise perspective
 - ‘Whole of Customer’ must consider all perspectives within an enterprise, including data security & privacy

Enterprise Integration Framework

A Meta-Data-Based SOA for Enterprise Integration



Setting the Scene – One Solution for Enterprise & Industry

- Case Study – Enterprise & Industry Integration
 - Mobile Number Portability addressing Data Integration, Data Management, Business Intelligence & Data Quality with One Solution
 - Enterprise-wide data
 - Industry players data
 - Integration of all data

Setting the Scene – Case Study - One Solution for Enterprise & Industry

- Mobile Number Portability
 - Introduced into Australian Telecommunications industry in September 2001
 - Mandatory regulatory business processes for all industry players, Network Providers (aka Carriers) & Service Providers
 - Regulated management of mobile service number movement among industry players in real-time
 - Included mandatory business processes, business concepts, business rules & business scenarios
 - Enterprise compliance & Industry compliance required
 - Industry-level SLAs demanded real-time enforcement of business rules to guarantee highest level of data quality
 - Introduced high risk of customer churn

Case Study - Key Master Data Concepts

- Service Provider
 - Manages relationship with end-user customer
- Network Provider (aka Carrier)
 - Manages relationship with Service Providers & other Network Providers
- Network Address - (Service Number)
 - Mobile Service Number (MSISDN)
- End-User Customer
 - Legal lessee of network subscription
- Involved party
 - Industry player involved in service number movement

Case Study - Key Transactional Data Concepts

- Service (aka Network Customer Subscription)
 - Registered Subscriber on a Network
- Service Movement
 - Movement of service among one or more industry players
- Service Number Movement
 - Movement of service number among one or more industry players
- Service number movement rule
- Service number movement performance measurement rule
- Involved party service number movement progress
- Service number movement progress performance measure

Case Study - MNP Key Business Objectives

- Provide strategic management information
- Eliminate regulatory reporting problems
- Provide monitoring, measurement & reporting of SLA metrics in real-time
- Minimise customer churn
 - Focussed on customer value
- Increase business process automation levels
- Provide guaranteed continuity of service to all mobile customers
- Each objective required information
 - Timely
 - Integrated
 - Of an exceptionally high quality

Case Study - MNP Solution Drivers

- Solution comprised of
 - Enterprise Services Model (ESM)
 - Defines & specifies key business service details
 - Enterprise Ontology (business semantic layer)
 - Highly-refined, semantically-rich logical data model
 - Key cross-functional business processes - integration
 - Solution required to report key metrics such as
 - MNP SLAs within 3 minutes of business transaction initiation
 - Customer behaviour – pre-empt churn event

Case Study - MNP Solution Drivers

- Relentless pursuit of data quality
 - Automated real-time enforcement of business rules
- Provision of real-time, pro-active Business Intelligence (BI)
 - Real-time data in – accepting, processing & loading source data in real-time while identifying enterprise ontology violations
 - Real-time data out – BI tool capable of analysing, aggregating & reporting in real-time
 - SLA violations trigger immediate management notification
 - Real-time customer behaviour analysis

Case Study - MNP Business Impact

- Detailed reconcilable data prevented
 - Multimillion dollar litigation by industry players
 - Hefty fines for regulatory non-compliance
 - Massive customer churn
 - Identification of specification & SLA non-compliance by 60% industry players
- Use of solution by regulator to clean up industry
- Enabled efficient & effective business operations
 - Provision of Real-time high quality data - Day One
- Cost reduction & increased revenue
 - Improved customer service

Case Study – Mastering MNP Data with One Solution

- One Solution caters for
 - Data Management – Master & Transaction
 - Data Quality – Real-time management of business rule violations
 - Enterprise Business Intelligence requirements – reporting, analytics & data mining
 - Enterprise & Industry Data Integration – single repository of enterprise & industry data
- One Solution means
 - Massive capital cost savings – Build once & reuse for many purposes
 - Massive operation cost savings
 - No ongoing cost of changes to business questions – cater for all business questions upfront – known & unknown

'One Solution Fits All' within a Telco

- **Data-Driven Approach investment can be leveraged for other applications:**
 - Churn Management
 - Fraud Management
 - Winback Programme
 - Regulatory Reporting
 - Product Bundling / Convergence
 - Pricing Analytics
 - Customer Relationship Management (CRM)
- **Bottom line: Churn Management activities must be integrated into all other business processes**

Questions

- Visit UTelco Systems Booth
- Contact Head of Business Development
 - Darrel Boese
- Consultants Available in Singapore
 - Dr John Brudenell
 - Margaret Dine
 - Stuart Marshall
- Website - www.utelcosystems.com
- Email - info@utelcosystems.com