INFOCENTRIC
Insight On Demand

Analytics Strategy

UTILITIES

The Challenge

A large Energy Utility was undergoing a major transformation to its Retail business systems. Their existing reporting and analytics capability had not kept pace with their growth and was impacting their ability to:

- Obtain the information and insights to effectively target campaigns for new customer acquisition; and
- Perform revenue assurance and support their Customer Service operations.

The client was suffering from inefficient management of their customer relationships leading to customer churn and lost revenue opportunities as well as the inability to identify energy not being billed.

Our Solution

InfoCentric took sole responsibility for architecting and designing a new Retail Analytical Platform for the client. InfoCentric's team conducted in-depth analysis of the current and future states and implemented the solution into the existing infrastructure.

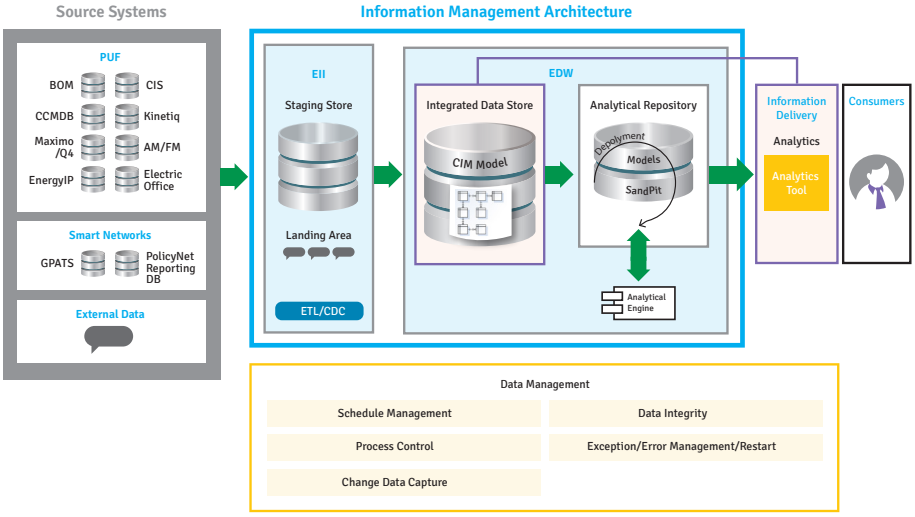
Providing best practice advice tailored to the individual business requirements, InfoCentric documented a roadmap and implementation plan for the customer and ensured business buy-in through key stakeholder management.

The team delivered the capability to perform detailed customer analysis, leading to timely, targeted retention and acquisition campaigns to be performed.

The Benefits

InfoCentric team introduced the robust Information Management and Governance practices whilst providing the required level of access to perform revenue assurance and customer analysis. This has given the client the ability to significantly reduce revenue losses and deliver fast and accurate customer analysis and targeting strategies.

How will InfoCentric help enhance your organization Insight today and tomorrow?



InfoCentric Solution Architecture – Initial Stage

"Access to our Customer Profitability Analytics is critical to our business, without it we would be effectively running our business blind"

Senior Analytics Manager, Customer Insights Group

Trusted Delivery Partner

"I'm delighted to have InfoCentric as a Trusted Core Delivery Partner, supporting our Customer Insights and Analytic infrastructure, which directly underpins the bank's Campaign Management and Customer Communications for the Australian division. InfoCentric continues to provide valuable thought leadership and future innovations, and remains integral in the development of our foundational Informational Management technologies and processes"

Senior Manager, Information Strategy and Delivery, Major Australian Bank

Engage with InfoCentric

Find out how InfoCentric can help you get more insight into your organisation's information today.

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