

Teradata and Scorecard Systems

Partnering on Subscriber Data Integrity

Partners

Telecom companies have historically faced little competition, and have typically relied on imprecise, simplistic analysis methods that fall short of providing a complete, accurate view of customer activity.

Most carriers track their customer activity in one of three ways:

- > Trusting that the billing/service order system accurately reflects all types of customer activity rather than just high level ins/out;
- > Relying on manually entered codes by dealers, sales people, and customer service reps to drive more detailed analysis; or
- > Performing basic change data capture by comparing snapshots from two different periods and measuring the differences with basic business rules.

Even today, in the presence of an enterprise data warehouse (EDW), business rules are often stored in individual queries, reports, spreadsheets, or Business Intelligence tools. This causes significant

disagreement on what really constitutes a customer, an activation, an upgrade/downgrade, or churn.

In many cases, business and IT groups are not even aware of the problem, nor the analytical opportunities they are missing. Most carriers track “connects/activations” and “disconnects/deactivations,” and if the net results do not tie to ending subscriber balances, plug the discrepancies into a “migrations” or “adjustment” measure.

Scorecard/Teradata Solution

Scorecard Systems Inc. and Teradata Corporation have developed a Subscriber Analysis Application deployed within a Teradata system, allowing carriers to measure customer activity using a combination of change data capture and table-based, user-configurable business rules that follow industry standards – all customized for an organization’s needs. The application provides:

- > Improved reporting and analysis
- > Reduction of commission overpayments and cost of acquisition



- > Reduction of dealer and salesperson fraud
- > Increased penetration of Value Added Services to existing customer base

These rules are applied automatically at the subscriber/service/billing code level, with the results being populated into Teradata’s Communications Logical Data Model (cLDM). Any number of query, reporting, OLAP or other tools can then be positioned on top of the EDW.

Examples of problem areas dealt with by the Scorecard/Teradata solution include Commission Overpayments, Value Added Service Analysis, and Call Detail Record (CDR) linkage.

Commissions Overpayments

Using traditional analysis methods and commission-calculation processes, salespeople and dealers have been able to “play games” to gain higher commission payouts:

- > Removing one service code and adding another – using two different codes in the billing system for the same basic

Teradata and Scorecard in a Snapshot

As the global leader in data warehousing and analytic technologies, Teradata solutions make smart companies smarter. Teradata give companies the people, technology, innovation, and a world-class network of customers and partners enabling them to gain competitive advantage to master their markets. With Teradata, the smartest wins.



Scorecard Systems is the leader in reporting and analysis solutions for telecommunications companies. Our solutions drive deeper, more accurate analysis of customer activity, reduce commission and cost of acquisition costs, and put analytical ability directly in the hands of the end-users.

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service. Rather than being counted as a “sidegrade,” these are counted as commissionable connects.

- > Offering existing wireless customers free phones by signing them up as “new customers” with different SIM cards and telephone numbers, and then canceling the old account several days later.

The Scorecard® and Teradata® solution detects and eliminates these types of transactions, auditing users who initiate them, reducing commissions, and keeps management reporting accurate. Many customers have used the Scorecard solution to reduce sales commissions by up to 10%. One North American wireless carrier used the application to reduce their cost of customer acquisition by \$2 million/year.

Another optional module calculates commission payments inside the EDW, and provides dealers and salespeople with an online “dispute resolution process,” eliminating the need for commission analysts to constantly research discrepancies.

Value Added Service Analysis

Most carriers have limited visibility to their existing base’s service movement. They may know that 500 new units of voicemail or premium TV channels are on the network today compared to yesterday, but they struggle to understand:

- > How many came on at the same time as a new customer?

- > How many are adds of the VAS to an existing customer?
- > How many are re-adds of formerly cancelled VAS to an existing customer?
- > How many are in fact upgrades, downgrades, or sidegrades from existing services that are cancelled at the same time?

The benefits can be dramatic – from increasing the penetration rate for value-added services and quickly eliminating or changing campaigns that are not working, to reducing the number of special reports and change requests that a carrier’s IT department must handle on a daily basis.

Call Detail Record Integration

Typical EDW implementations house CDRs. The Scorecard and Teradata solution permits greater linkage between CDRs and customer state/activity information. Wireless examples include derivation of:

- > IMEI from the CDRs and linking with customer state/activity information;
- > Points of sale are selling mobile phones that are being used for incoming calls only; and
- > Linkage between age of handset and decreased top-ups or outbound calling.

The Scorecard and Teradata solution allows users to gain instant visibility to this information, and link it in with other customer data to perform analysis by

geography, point of sale, customer tenure, cohort group, profitability tier, etc.

Scorecard On Teradata

- > Single integrated view of accurate, timely, detailed customer and service level activity data
- > Rules-based and data-driven approach determines “true” customer activity based on state changes and business rules defined cross-departmentally
- > Matching logic ties ins/outs from multiple product lines & billing systems to allow true migration path tracking & customer linking
- > Audit functions ensure that ending counts in EDW tie to source system of record
- > Fully scalable solution
- > Ability to leverage detailed data already within the EDW

Teradata and Scorecard Workshop

In conclusion, the Teradata system is the only engine that can support this enterprise-wide view of subscribers/customers.

Teradata Corporation and Scorecard Systems Inc. would like to show you the business benefits of integrating subscriber analytics into your EDW. To arrange a workshop, please contact your Teradata representative or visit Teradata.com.

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