

A major services firm deploys Reporting capability.

The Client

A major services firm in the Carolinas with a portfolio expanding different products of livestock and many more products from its prepared menu services and frozen food section.



The Challenge

The Client wanted to derive maximum mileage from its data that was sitting in its huge databases. By doing this the client wanted to deploy accurate forecasting and reporting capability. Change direction from product-centric to customer-centric. Currently client's customer and product data are scattered in different technologies and applications. Client decided to present a single view of its customer and product data to its center agent to augment the transaction process.

- Understanding the customer pattern. Basically, when a customer calls, the agent should be able to understand the customer's transaction history and timelines and service the customer better.
- Single view of products. This includes, presenting brokerage services, investment banking and services to the customer from a single application.
- Identify customer centric offers and present them when customer calls. Able to advise the customer to choose right product and service.

The Solution

Tasmea's DW/BI team after an assessment of the technical situation and the pressing business need of quick delivery of solutions, decided on a Crystal Info approach to provide on time and need based reporting capability. However, explicit care was taken to ensure that the key dimensions were conformed to across the data. This forethought helped in easily providing a cross-profit-center view when the organization went through a profit-center consolidation. The solution resulted in:

- Enhanced control through MIS, Operational, Executorial and managerial reporting capabilities leading to reduced turnaround time and improved customer service.
- Improved sales force management by more proactive progress tracking as compared to the inefficient reactive end of the period review.
- Improved forecast accuracy.
- Cross-profit-center corporate view of the business based on unified business semantics.

The Technology

- Seagte Crystal Info, SQL Server, Java, Java scripts and OLAP.