# Lumenore Streamlines Sales and Financial Reporting for a Leading Telecommunications Company in India

The Background / Scope

The customer is a state-owned telecommunications provider in India and leader in the space. The largest provider of fixed telephony and broadband services across the country, the customer's sales and financial reporting structure involved multiple disparate internal data sources. These data sources provided information used to analyze multiple sales KPIs including sales effectiveness, revenue performance and circle performance. The Sales and Financial Reporting offered data for multiple corporate clients spread across multiple locations.

The Business Need

The customer desired a Business Intelligence and Analytics solution that provided them with a complete view of their sales and financial numbers. The solution had to integrate data from a wide range of sources and for multiple clients, providing detailed insights into sales and revenue performance. The business needed in-depth analytics to understand buyer behavior across segments, and to discover revenue and attrition patterns across national corporate, small medium enterprises. In addition, the solution sought had to act a complete business reporting and MIS framework for the business – providing the insights needed to make the right business decisions.
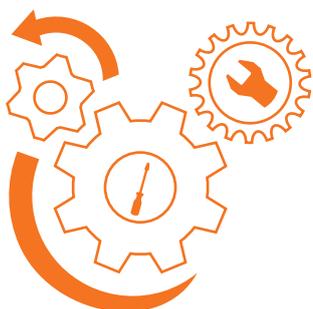
Challenges

The current operational framework lacked a unified reporting structure and offered data in fragment form. The business faced many challenges including understanding sales and revenue performance and customer dynamics. Business leaders were unable to take the decisions needed to drive growth and scalability.

Impact

The lack of a framework that connected data across all sales, revenue and business data sources, the customer failed to track and analyze performance in time. With delayed or incomplete insights, the business actions failed to be effective.

Resolution

Deployment of Lumenore solution with customized dashboards for sales and revenue tracking helped the client gain a one-view into their corporate business performance. With pre-built KPIs designed for the specific business requirement, data insights were always accurate, on time and enabled better business decisions.

The Solution

A robust Business Intelligence and Analytics platform blended with integration and customization services, Lumenore was the ideal solution to the customer's business challenges. Its expertly designed dashboards were perfectly tailored for the client's specific requirements. By consolidating sales, revenue and business performance data across the enterprise from multiple disparate sources, the platform gave the client a holistic one-view of their corporate business performance. Lumenore correlated customer acquisition numbers with revenue generation to deliver actionable insights about sales performance. Data from multiple sources were combined to reveal declining revenue trends and subsequently draw out patterns in revenue and target penetration, and customer behavior. The solution also allowed the customer to collate, track and analyze sales contributions coming from their HQ and HHQ businesses. For a business that serviced the length and breath of India, the solution helped them utilize the vast wealth of data available and extract information that has the potential to deliver strong business results.

Business Benefits/ Results

On implementing the solution, the customer was able to derive the following business benefits:

- Customized one-view dashboards for visualization of customer churn trends

- Insights into customer churn within 90 days of activation

- Categorization of customers with high Life Time Value but high retention cost and low retention cost

- Real-time analytics on corporates acquisition trend and revenue contributions

- Detailed, and periodic analytics on buying behavior of large, prime and HQ customers

- Pattern analysis especially in situation where customer retention is complex due to competitor offers

- Acquisition penetration comparison across circles

Get in touch with our team of experts to know how the solution can be implemented for your business

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