

CASE STUDY

VodafoneZiggo reduced customer call volume by 70% and streamlined time to market using data products



Quick facts

Industry:	Telecom
Region:	Netherlands
Revenues:	€4 billion
Customers:	9 million
Employees:	7,500

A tale of 2 telcos

Utrecht-based VodafoneZiggo is a Dutch joint venture between Vodafone Plc and Liberty Global Plc, launched in 2017. Serving its customer base with approximately 460,000 km of cable (that's more than 11 times the circumference of the Earth), and 4,600 mobile transmitter masts, VodafoneZiggo is one of the largest operators in the Netherlands. But it hasn't been easy.

Although synergistic, the two companies are in different fields, with different business targets and approaches. While Vodafone NL is, first and foremost, a mobile operator selling phones and plans, Ziggo is an Internet service provider, selling entertainment packages. As is its own P&L center, each is also responsible for its own application development and rollout plans.

Gaining a 360 customer view

Mergers are always challenging for companies, especially in the realm of data management. When Vodafone Netherlands merged with Ziggo, the data of millions of their respective customers had to be merged as well. That's no easy feat under the best of circumstances. But what made this task super challenging was that the data was fragmented, and stored in many different source systems, with different technologies and formats – spanning the 2 separate companies.



VodafoneZiggo wanted to be able to access fresh customer data from across its new enterprise, and deliver it in less than a second – with no down time to the business (e.g., customer support center, self-service portal, mobile app, and more). To do so, it selected the K2view Data Product Platform, and was able to implement a Customer Data Hub (CDH) in just a few weeks.

Using the CDH, the company easily connected to, extracted, and unified all the customer data across all sources, for an accurate, holistic, real-time view of the customer, resulting in:

- A 70% reduction in the number of calls to customer support
- Data updates in seconds, instead of hours or day
- Increased customer satisfaction (CSAT), and reduced call handling time

Speeding up time to market

Now, equipped with a clear view of its millions of customers, VodafoneZiggo wished to streamline the time to market of new products and services, via its many apps. One of the biggest challenges around application development is, that all apps, as well any new functionality, need to be tested using high-quality test data – with “high quality” defined as actual, fresh customer data that complies with GDPR, and has been masked to make it unidentifiable.

Setting its sights on agile software delivery, the company's testers were looking for an automated Test Data Management (TDM) solution that would yield clean test data in minutes, instead of days or weeks.

Putting TDM to the test

VodafoneZiggo reached out to a number of well-known TDM solution providers, but none could meet all its requirements. Knowing that its Customer Data Hub is based on the K2view Data Product Platform, VodafoneZiggo turned to K2view to inquire about reusing the existing customer data product in the K2view TDM solution.

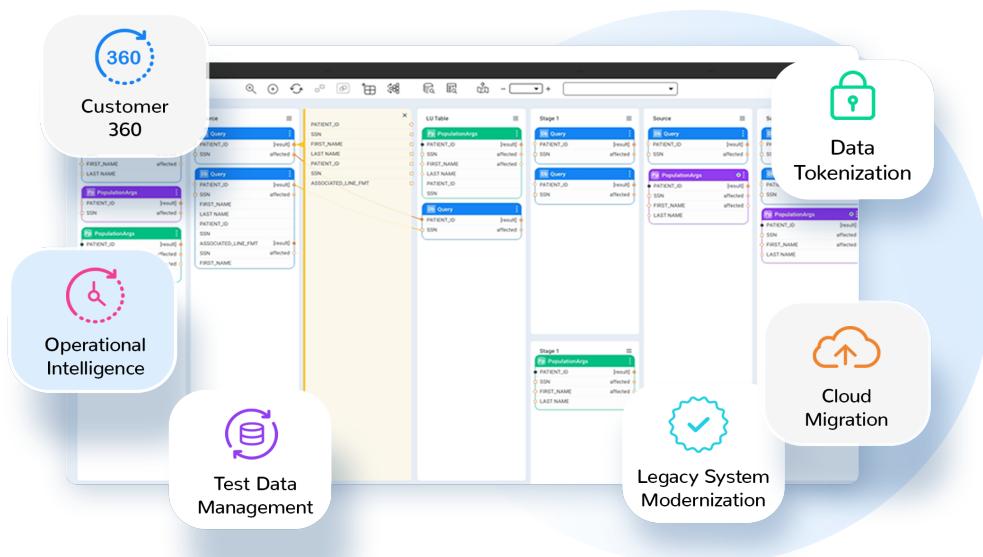
K2view and VodafoneZiggo got right to work on a proof of concept – installing, configuring, implementing, and validating the TDM solution for the Dutch telco in 3 just working days, and managing to deliver on 90% of the overall project scope.

VodafoneZiggo uses K2view TDM to provision high-quality test data (99% accuracy) in minutes. Testing teams spend less time retrieving and preparing test data, and complete testing more quickly, at higher quality.

The test data management solution empowers VodafoneZiggo development, QA and DevOps teams to provision test data in a simple, automated process, on a single platform – regardless of the number systems to be tested, their respective technologies, and the number of testing environments.

In-flight data masking protects sensitive data before it is delivered to the appropriate test environments, ready for testing. In addition, referential integrity is supported by design throughout all test cases, while ensuring compliance, such as GDPR.

One platform, many use cases

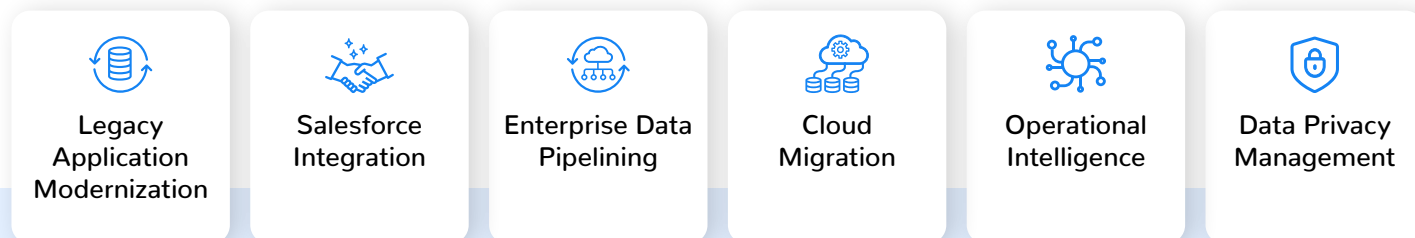


The proof-of-concept led to a 3-year commitment for both Customer Data Hub and Test Data Management solutions, all deployed on the K2view Data Product Platform – with TDM already deployed in production across multiple applications.

The K2view platform is based on real-time data products, continually in sync with source systems, and accessible in milliseconds.

Built for enterprise scale, it fuels both operational and analytical workloads, and can be deployed – in data fabric, data mesh, or data hub architectures – on premises, in the cloud (iPaaS), or across hybrid environments.

With the Data Product Platform in place, VodafoneZiggo can easily implement a wide variety of use cases in the future, including:



About K2view

K2view provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2view platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database™ - one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including Vodafone, Sky, and Hertz – deploy K2view in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.