



CASE STUDY

North American Wireless Company Creates Seamless Customer Experience in Just 3 Weeks After Merger



Quick facts

Industry: Media & Communications

Use Case: Customer 360

Products: K2View Fabric



Background

After a major North American wireless company acquired two of its competitors for over \$5 billion, they faced a daunting task: combining the two acquired companies with their own, while facing down a merger deadline. By leveraging K2View Fabric and its patented use of micro-databases, the company was able to deliver full Customer 360 access and control including:

- Integrated data across three separate companies in only three weeks
- A customer data hub supporting 15 million customers across 1,000 locations
- \$2.75 million savings in infrastructure and manual work

● \$5 Billion Merger and 15 Million Subscribers at Risk

After acquiring two competitors, a major North American wireless company was in a bind. Legacy architectures, costly licensing fees and long development cycles were creating a high TCO. Customer data was now scattered across three companies, multiple countries and systems, causing a poor customer experience due to significant latency time for data retrieval. The company's previous integration partners had failed to provide a solution for combining customer data, and management was running out of time. They had only a few weeks left to meet the government mandates for the merger and preserve the \$5 billion deal.

The company needed to continue to serve all 15 million customers during the merger while preserving data and maintaining its availability during and after deployment. It also needed to move towards a single source of customer data for the future.



With the implementation of K2View Fabric, the wireless company now has a single source of customer data for 15 million customers.

● Speedy Customer 360 Solution Saves the Merger

It took just three weeks to implement the K2View Fabric solution, which gave the wireless company a single source of data and allowed it to meet the government's requirements and deadline for the merger. Customer-facing applications were integrated directly into K2View Fabric, reducing the data latency from minutes to milliseconds. The implementation and its deployment had zero impact on legacy systems operations, and the company reports 100 percent availability of customer data since deployment.

This major North American wireless company now has a Customer 360 solution to support sales and service activities for its more than 15 million subscribers. The company also realized a cost savings of \$2.75 million in infrastructure and manual work, and, thanks to the quick implementation timeframe, has accelerated achievement of merger synergies.

● 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 AT&T, Vodafone, Sky, and Hertz – deploy K2View in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.

● K2View Provides Real-Time Data Access and Control

That's when the wireless company turned to K2View Fabric, which enabled it to implement a single unified source of customer data across all three companies and their disparate IT systems. K2View Fabric's patented micro-database technology provided real-time access and control to the 360° customer data, allowing the provider to maintain customer support for all subscribers and keep its retail and call center operations up and running.