

Global Media & Comm. Company Accelerates Digital Transformation & Improves Customer Experience



GLOBAL MEDIA &
COMM. COMPANY

● Background

A global media and entertainment brand needed to improve its poor customer experience – one that was resulting in lack of adoption and use of its customer self-service portal. The culprit was that multiple systems across multiple countries caused significant latency issues in accessing the company's customer data. Implementing K2View Fabric and its patented micro-databases enabled the company to integrate their customer data into a single platform and create a Customer 360 view for one million customers, resulting in:

● Quick facts

Industry: Media & Communications

Use Case: Customer 360

Products: K2View Fabric

- Integrated data from multiple countries and systems in just three days
- A faster customer self-service experience and increased customer satisfaction
- An on-going cost reduction of \$5 million annually

● Multiple Data Sources Causing a Slow Customer Experience

Due to legacy systems, including seven distinct data sources spread across three countries, the media and entertainment company's portal users experienced severe latency issues when accessing their online accounts. This resulted in a disappointing user experience and lackluster adoption of the portal by the company's one million customers.

Besides wait times of up to several minutes to access data on the self-service portal, the costly licensing fees and long development cycles were also driving up the portal's total cost of ownership (TCO). If the portal were ever to be successful, the company needed a single, integrated source for customer data that enabled customers to access all of their information in real time, when they needed it.



Using K2View Fabric to integrate customer data from multiple countries and systems in only three days, the company now provides its 1M+ customers with a fast, reliable self-service portal.

● K2View Fabric: Integrating Data & Delivering “Millisecond” Latency

After deciding to implement K2View Fabric, it took just three days to integrate data from multiple countries and systems. Now the company has a Customer 360 view and real-time synchronization of data, which has been 100% available since deployment, with no impact on legacy systems. Furthermore, data latency from core systems was cut from minutes to milliseconds, improving the customer self-service experience and cutting costs.

● 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.

● On-Going Savings and Happy Customers

Data integration with K2View Fabric took just three days and allowed the company to quickly integrate its customer-facing applications directly with K2View Fabric. The result is real-time data access and synchronization, virtually eliminating data latency issues and speeding up customer transactions. This system has also improved security, allowing masking of sensitive data where needed.

Thanks to lower customer care costs, shorter development times, and savings on annual licensing fees, the company is realizing on-going cost savings of \$5 million per year.