K2VIEW

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

Key Facts

Industry: Media & Communications

Use Case: Customer 360

Products: K2View Fabric

GLOBAL MEDIA AND COMMUNICATIONS COMPANY

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:

- 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 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.

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.

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.

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.

About K2View

K2View is a provider of advanced data fabric, data integration, and data delivery software that takes the promise of a 360-degree view of data to the next level. Its flagship product, K2View Fabric, uses patented logical unit technology to enable quick, easy, and secure access and control to all of an organization's data, no matter how many different systems and data sources it may have. K2View delivers real-time, holistic access and operational insights to whatever data matters most to organizations in any industry, right when they need it, accelerating transformations in customer experience, cloud enablement, operations, IT modernization, and risk and compliance.

Learn more at www.k2view.com and follow us at @k2view.