



K2  
VIEW.



CASE STUDY



# Customer 360 Drives World-Class Customer Experience for Cellcom



“Our work with K2View has enabled Cellcom to meet and exceed the expectations of our customers.

We're happy with what we have been able to accomplish with K2View at the core of our systems, and its ability to provide real-time information to all of our different data consumers.

I am confident in our partnership and look forward to further innovations with K2View.

**Victor Malca**

VP & CIO, Cellcom

## ● Background

Cellcom is a leading communications and media company in Israel, delivering television, internet, cellular and land line service.

With its acquisition of a domestic top-tier internet provider, Netvision, it is the largest quad-play provider in Israel with over 3 million customers. The Netvision acquisition created a challenge for Cellcom in providing exceptional customer experiences to its combined customer base.

The company's customer data was fragmented over dozens of enterprise applications and data sources, making a trusted, comprehensive, real-time view of its customers difficult to obtain. Further, its initiative to migrate to a new cloud-based Salesforce CRM application required a holistic, 360-degree view of all customer information, including product, service, and financial information.

To tackle this data challenge while also lowering software and infrastructure costs, Cellcom needed a customer data platform with a unique approach to data management.



## The business impact for Cellcom

K2View Customer Data Hub delivers Cellcom a trusted, real-time view into customer data integrated seamlessly into Salesforce Cloud CRM

- **Integrate, unify, and secure customer data**

end-to-end with Salesforce in a mere 3 months

- **Process 400 transactions per second**

with real-time data sync between Salesforce, the CDH, and legacy sources

- **Leverage CDH for 10 business use cases**

including CRM, IVR, field technician services, and self-service customer portal

- **Key challenges**

For providers of fixed and wireless communications, cable, and media services, customer retention hinges on delivering great customer experiences. These companies have a tremendous amount of data about their customers, networks, devices, plans and more.

A great customer experience – whether via self-service tools, a support call, or fast service provisioning – requires access to the right data by the right person at the right time, often in milliseconds. This is the case for customers managing their services and invoices online via a self-service web portal or mobile app. And it's the case for service agents handling phone calls and live chat sessions or field technicians installing new equipment on-site.

- **Key Goals**

- Deliver a single, up-to-date customer view to Salesforce, in real-time
- Real-time data updates and synchronization between legacy systems and Salesforce CRM
- Decouple data layer from application layer for maximum flexibility, while maintaining maximum data security
- Meet aggressive three-month time-to-market schedule

To achieve these goals on its aggressive timeline, Cellcom Israel turned to K2View Customer Data Hub, providing the company with a single source for real-time access and control of all its customer data.

**For growing communications and media companies, accessing unified customer data, when it's needed most, is a monumental challenge.**

Customer data is scattered across the enterprise, trapped within dozens or even hundreds of systems. These legacy IT systems, third-party applications, data sources – even the cloud – each store their data in their own application-centric schema. Worse, as these companies launch new services and merge with other providers, the number of siloed data sources skyrockets, leading to even greater data fragmentation.

To keep customers happy and operations efficient, organizations have to address the customer data problem. They need a customer data platform that securely provides a single 360-degree view of each customer's data, no matter how many underlying systems there are. And they need the data delivered in real-time, organized exactly the way the enterprise needs it, to power exceptional customer interaction and optimal operational decisions.

## ● Results

Enter K2View Customer Data Hub (CDH), a unique approach to customer data management.

To provide its growing customer base exceptional service and experiences across its spectrum of

communication and media services, Cellcom needed to first solve the customer data problem. K2View CDH allowed Cellcom to connect customer data from a large number of data sources to provide a unified customer digital entity, which it then uses to build a seamless bi-directional integration into its new Salesforce Cloud CRM in only three months.

**The result is holistic, real-time access to all of the data about each individual customer, in one place, delivering true a customer 360 experience – enabling exceptional, personalized customer interactions in both customer self-service and direct customer care.**

## **Data configuration in days or weeks – not months or years**

K2View CDH eliminates lengthy development cycles, integration projects, and staging databases. Its simple graphic user interface, auto-discovery, and source-agnostic modules let you model your customer as a digital entity that matches your business requirements – not those of legacy source applications.





## Continuous data sourcing and two-way updating from any source

K2View CDH micro-database design allows secure integration with traditional RDBMS, big data warehouses/lakes, flat files, web services, cloud apps, and more. Each customer digital entity is stored in its own micro-database, secured by its own encryption key, and is continuously updated.

## Zero impact to source operational systems

K2View CDH eliminates the need for backups and batch copying database snapshots back and forth, which disrupt your production systems and operations.

It continually updates both source systems and target micro-databases, moving only the data that changes and only when it changes.

## Maximum performance and unlimited scalability

K2View CDH delivers each customer's micro-database on demand, in milliseconds. The patented micro-database technology provides unlimited scalability as your enterprise grows—without the storage, maintenance, and performance degradations of traditional data warehouses.

## ● 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.