

Customer Data Hub

Driving Alpha-class customer experience at Pelephone, Yes, and Bezeq International



“We needed to integrate and align customer data from across three distinct and different companies into a single customer data hub to power our Salesforce CRM.

With its unique approach to data management and rich feature set, K2View Customer Data Hub simplified the complexity of integrating and unifying the data from our disparate systems, allowing us to deliver world-class customer experiences.

Ronen Horowitz

SVP & CIO, Pelephone, Yes, and Bezeq International

● Background

Pelephone, Yes and Bezeq International are sister companies, representing a leading Israeli telecommunications and media group that provides cellular, satellite TV, and VoIP, and international calling services to nearly 4.5 million customers.

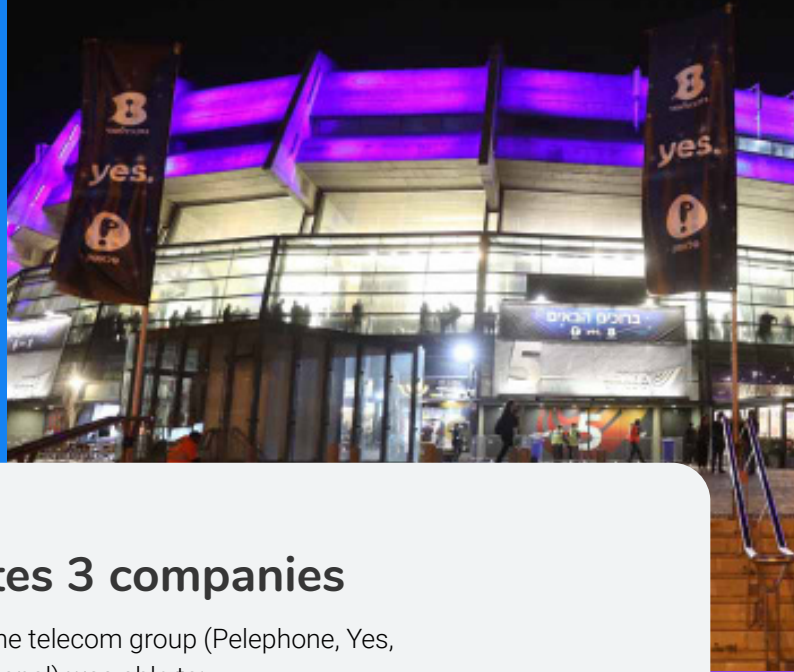
To better serve its customers in milliseconds – especially those whose services span the three different operators – the group set out to deploy a unified CRM solution for their customer care operations. It formed

a project team, with members from the 3 companies, under the unified Alpha brand.

Because the operators each had their own backend systems housing their customer data, the telecommunications group was faced with the complexities of creating a unified customer data hub, which the CRM could use as a trusted source of real-time, integrated customer data.

However, since customer service requires a comprehensive, 360 customer view of a customer – including up-to-date data from numerous systems and databases – the customer data hub could not rely on traditional data warehouse and data lake solutions. The companies' existing data and service integration platforms were also deemed inadequate for the job.

The Alpha team needed a flexible, technology-agnostic customer data platform that could simplify the integration, and deliver unified customer data in real time.



Project Alpha unites 3 companies

With K2View Customer Data Hub, the telecom group (Pelephone, Yes, and Bezeq International) was able to:

● Deploy a new CRM and CDH

Rolled out Salesforce.com and K2View CDH for a real-time 360 customer view across the three operators

● Unify all customer care operations

Gained operational efficiencies, delivered a unified customer experience, and generated cross-sales between the companies

● Deploy in just 6 months

Created more than 120 microservices to deliver unified and normalized customer data, in milliseconds, while adhering to data privacy regulations

● 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 also the case for service agents handling phone calls and live chat sessions, or field technicians installing new equipment on-site.

● Key goals

- Integrate data from 3 different operators for a unified 360 customer view
- Meet an aggressive 6-month time-to-market schedule
- Deliver real-time data updates/synchronization between legacy systems and the Salesforce CRM
- Achieve operational efficiencies, and enhance cross-sales between the companies' offerings

To accomplish these goals, the Alpha team chose the K2View Customer Data Hub to deliver real-time access to the Salesforce CRM, with a single source for access and control of all customer data.



For growing communications and media companies, accessing all a customer's data, when it is 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, and 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 (K2View CDH), a central hub for unified customer data.

The Pelephone, Yes and Bezeq International group needed a single, integrated customer data hub to provide its Salesforce CRM the comprehensive data to

deliver exceptional customer experiences and service. K2View CDH easily connected to the data sources from all three operators to provide a unified customer digital entity, enabling the team to create 120 microservices and deliver a seamless bi-directional integration of all customer data to Salesforce CRM in less than six months.

The result is an accurate, up-to-date, 360 customer view, enabling more effective customer self-service, heightened customer satisfaction, and a new synergy between the three companies.

Below are highlights of the business results attained in the project.

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 microservice automation enabled the Alpha team to model the customer as a digital entity. To comply with regulatory restrictions, the Alpha team created three customer digital entities, one digital entity for each of the three companies.



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 patented micro-DB, secured by its own encryption key, and is continuously updated.

Zero impact to source operational systems

K2View CDH continually updates both source systems and target micro-DBs, moving only the data that changes, and only when it changes.

Maximum performance and unlimited scalability

K2View CDH delivers to Salesforce CRM each customer's micro-DB on demand, in milliseconds. The micro-DB technology provides SQL access and linear scalability – without the storage, maintenance, and performance degradations of traditional big data management systems.

● 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.