

Case Study:

“No Customer is Left Behind” with Precisely’s Managed Services

Overview

A multi-billion dollar media company broadcasts music, comedy, sports, talk, news and weather channels in the United States on a subscription fee basis through two proprietary satellite radio systems, as well as the Internet.

The majority of their subscribers are reached through car radio. This company approached Precisely to establish a comprehensive, end-to-end data quality monitoring framework to support its data governance initiative, and to ensure accurate, consistent and reliable information processing across its data operations.

Business challenge

The core marketing platform was being replaced in order to maintain accurate information. It was imperative the new process would work as expected, so this media company selected Precisely to manage their data operation 24x7x365 to ensure continuous process improvement. There were three primary drivers of the data governance initiative for the Next Generation Marketing Platform (NextGen):

- **No Customer Left Behind:** Accurate and reliable marketing campaigns
- **Mitigate Reputation Risk:** Increase retention rates and improve customer service
- **Reduce Financial Risk:** Improve operational efficiency and decrease operating costs.

Solution

Utilizing Precisely Managed Services, the following goals were created:

- Identified areas of information risk and set up Precisely controls across the data operations (NextGen marketing and campaigns)
- Performed analysis of the sub-systems, processes and interface level information exchanges associated with the NextGen marketing platforms
- Identified gaps and implemented best-in-class continuous controls and dashboards to improve efficiency and effectiveness of the process over time, and improve subscription revenue
- Tier 1 and Tier 2 support for entire BI solutions stack

Client

Leading Media Subscription Company

Industry

Media and Communications

Challenges

Needed to grow revenue by effectively marketing to over 25 million subscribers in the US. A data governance program was needed to ensure “No Customer is Left Behind.”

Solution

Precisely implemented 1,200 end-to-end controls in 5 months for campaign management from receipt of vendor files to delivery to the customer.

Results

Within just 3 months of implementation, Precisely solutions helped find and mitigate errors in critical marketing data, resulting in effective and reliable campaign management.

Results

Within three months, Precisely managed services resources wrote controls in their distributed and visibility products to implement a more scalable, efficient, effective and reliable process. This ensured the correct parties received appropriate campaign offers at the right time and ensured that third party SLAs were consistently met. The controls also helped improve the campaign process by avoiding the following data challenges: incorrect plan start dates, missing customer data, duplicate contacts and daily balancing to track new activity end-to-end. Managed Services allowed this company more time to focus on other core activities and ensured that operational data is continually analyzed to find improvement and risk mitigation opportunities.

“A managed services approach enabled a quick ROI to reduce marketing spend and bolster new subscription revenue by improving marketing database accuracy through enhanced data quality controls.”

The Precisely Advantage

