

SUCCESS STORY | PHARMA

# A global customer journey enterprise enhances data processing for quick decision-making

*Enabling world-class customer experience through data services*



## About the client

The client is a pioneer in Customer Journey Management. Its CJM suite integrates novel data science methodologies with traditional data analytics to transform omnichannel event data into a clear map of customer behaviors and journeys. It enables enterprises to identify friction and take real-time decisions to remediate issues and improve customer satisfaction.

## Requirement

The client was looking for a solution that ensures the integration and management of unstructured data flowing in from disparate data sources to optimize operational efficiency in today's fast-paced digital

world without the pressure of overspending on technology. The requirement was to help the client overcome various challenges in data processing, such as orchestration of unstructured and disparate data sources, data transformation, faster data validation, privacy, and protection of sensitive data.

## Solution

A partner of choice for companies that aspire to transform themselves into agile and data-driven customer engagement hubs, Servion deployed an end-to-end data analytics solution comprising omnichannel data integrators, data audit and validation modules, automated data transformation modules, and continuous ETL support.

Servion built re-usable modules to ensure:

- Data collection from various open-source and proprietary systems and applications

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- Data auditing of collected raw data

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- Cleaning the collected data, applying business rules in data to transform it into the pre-defined format, and normalizing them, as required

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- Validating the transformed data to ensure zero discrepancies

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- Scrubbing and masking of sensitive data – this allows our client's end-customer to mask information (such as credit card numbers) before granting access to data for analysis

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- Providing off-shore production support during non-US hours and weekends

- Continuous support for their ongoing ETL (Extract-Transform-Load) requirements

## Business outcomes

The Servion solution brought about several key benefits for the client, as follows:

- Reduced raw data audit FTE by 50%, which led to faster auditing

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- Reduced transformed data validation FTE by 75%, enabling faster data validation

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- Increased Right First Time connect rate

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- Error-free transformed data

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- Client trust increased due to data privacy implementation

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