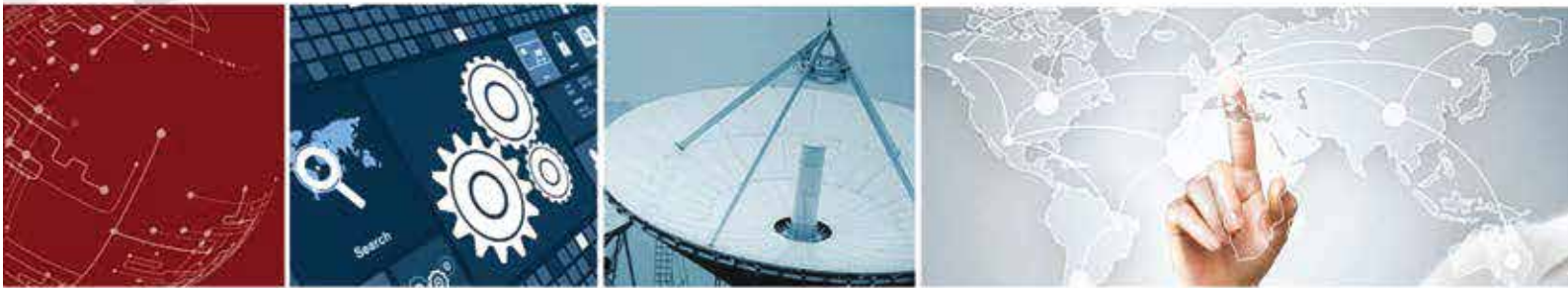


Big Data: Data Science For US Based Satellite TV Service Provider



Client Profile

A renowned US-based satellite TV service provider, providing satellite television, audio programming, and interactive television services to commercial and residential customers in the United States.



Industry
Satellite Television

Case Overview

Business Problem-

To create a framework for aggregated customer data in real time, followed by advanced analytics.

Solution-

Xavient created a platform that would gather insights from different devices and analyze it to be able to deliver seamless customer experience.

Benefits-

- Increased profitability with cross-sell and up-sell opportunities
- Enabled targeted ads for active devices
- Accelerated churn reduction

Business Problem

TV viewership is increasing at a rapid pace, but the viewing span is rapidly shrinking. Thus, satellite TV service providers require a mechanism that would help them deliver quality content to their viewers on the basis of their usage.

Since our client has a wide viewer-base, they require an Omni channel customer data aggregation and analytics that would capture and analyze data to drive customer insights. The architecture should capture meaningful information from the loads of data available and regularly update it in organizations database.

Client was meaning to optimize processes to create new opportunities to mitigate risk and increase efficiency.



Xavient's Solution

Xavient leveraged AI, Machine Learning, Deep learning & Un/Supervised learning to build the desired framework. Our experts extracted, loaded and transformed all the data/information from multiple sources in our in-house facility. The framework enables advanced analytics, data mining, text mining, social media analytics and statistical analysis to help support team gain customer insights and offer better services. It, thus, successfully delivers optimized decisions to client's operational systems and decision makers.

Solution Benefits

- The model accuracy was 81+%
- Increased profitability with cross-sell and up-sell opportunities
- Enabled targeted ads for active devices
- Accelerated churn reduction
- Increased processing volumes in real-time
- Integrated all customer touch points / data sources with real-time customer context



About Xavient Digital, powered by TELUS International

- Headquartered in Simi Valley, CA, Xavient Digital, powered by TELUS International (Formerly Xavient Information Systems), is a leading provider of global IT and engineering services and solutions. Since its inception in 2002, Xavient has grown to be a tier-one IT Professional Services and Solutions provider for telecommunication, broadcasting, manufacturing, retail, and healthcare companies.
- It is the preferred transformation partner across product and vendor evaluation; business process re-engineering; outsourcing and off-shoring; product implementation; custom solution development and IT professional services for several Fortune 1000 companies.
- Xavient leverages its proven expertise in Global Delivery Models with centers of excellence in Application Development, QA & Testing, Managed IT Infrastructure services and IT Application & Production environment.

Global Footprint

U.S.A.

Corporate Location:
Los Angeles, California
2125 Madera Rd, Suite B;
Simi Valley, CA 93065.
Main Line: 1.805.955.4111
Fax Line: 1.805.955.4144

Englewood, Colorado

9800 Mount Pyramid Court,
Suite 400
Englewood, CO 80112
Main Line: 1.303.256.6931

Atlanta, Georgia

2 Ravinia Drive, Suite 500
Atlanta, GA 30346
Main Line: 1.678.855.7044

Bellevue, Washington

800 Bellevue Way NE,
Suite 400
Bellevue, WA 98004
Main Line: 1.425.462.4046

Herndon, Virginia

13800 Coppermine Rd
Herndon, VA 20171

INDIA

New Delhi
54, E-21, E15, NSEZ
Phase -2, Noida
Main Line: 91.120.4532000
Fax No: 91.120.4240948

Bengaluru

First Floor, Ittina Design
Center, Plot No. 380,
3rd Block, 16th Main Road,
Koramangala,
Bengaluru - 560034

CANADA

Mississauga
2 Robert Speck Parkway
Suite 750, Mississauga ON
L4Z 1H8
Phone: 1.905.361.9816