

Decision-making tool and processes for a Bruneian telco

1. Situation & Challenges

Top management found it difficult to track their business accurately and decision making was slow. Each business unit had its own data mart and gathering information took weeks. KPIs were not standardized across the various business units. Different definitions for the same KPI made the data complicated.

2. Our Approach

Based on our telecom expertise and the situation facing the operator, we re-designed the KPI structure for all Bus. We then standardised data in two steps: data collection from standard sources, and application of common data definitions. Lastly, we implemented our proprietary performance analytics dashboard tool 'iOpener', providing a logical multi-level data reporting structure with comprehensive data analysis to generate key business insights. The tool is designed so that top management can analyse KPIs down to root-level performance measures.

3. Results

The client now uses iOpener on a daily basis to oversee performance of the mobile business. Top management now make necessary business decisions based on the tool, a much more efficient and accurate method for problem identification. Our redesigned processes data collection efficiency, now allowing the client to achieve this in only 2 days of effort.