

HIGHLIGHTS

Goal: Orange Dominicana needed to analyze its customer data to address its competitive needs in the areas of Customer Retention, Cross/Up Sell and Payment Risk.

Solution: Qualex Consulting Services' team of qualified SAS consultants implemented SAS® Telecommunication Intelligence Solution that led to better and more productive customer sales and service relations. SAS TIS Data modeling tools gave Orange Dominicana's BI Power users the flexibility to improve and refine their analytics models. As a result, it gave them the capability to get better results so that they could be ahead of their competition in the ever-changing Dominican telecommunications market.

Results: Armed with this powerful analytics data, Orange Dominicana was able to create three modules -- the Retention Module, Up-Sell and Cross-Sell, and the Payment Risk Module -- that successfully predicted key indicators and helped increase sales and proactively retain customers.

Quote: "With the help of Qualex, Orange Dominicana implemented state of the art technology that gave us a powerful, leading-edge predictive analysis solution."
- Freddy D'Oleo, Technical Project Manager

CUSTOMER PROFILE



Orange Dominicana

www.orange.com.do

Orange Dominicana is a subsidiary of Orange, the key brand of France Telecom, one of the world's leading telecommunications operators.

Industry: Telecommunications

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With Advanced Analytics, Qualex Helps Orange Dominicana Implement a Customer Retention, Cross-Sell, Up-Sell and Payment Risk Solution

To continue its rapid growth in the Latin market, Orange Dominicana knew that understanding, managing, growing and retaining its customer base was critical for its continuing success. To meet its growth expectations, Orange Dominicana foresaw that process improvements were necessary. Qualex -- the company leader in the implementation of SAS® solutions in the telecommunication industry -- was chosen by Orange Dominicana to implement the SAS® Telecommunications Intelligence Solution (TIS)

Qualex implemented the SAS® Enterprise BI solution, which included the SAS® TIS with three solutions -- Customer Retention, Cross/Up Sell, and Payment Risk. Qualex and Orange Dominicana leveraged existing data sources to provide one source of data for TIS. By implementing SAS® Enterprise BI and the associated BI tools, Qualex provided Orange with the following capabilities:

- View and build reports on the company intranet using strong report-authoring capabilities;
- Perform advanced data exploration needed by analysts or power users, the results of which can be integrated seamlessly into standard reports that can then be viewed via the intranet;
- Empower more advanced users with various types of analyses, data manipulation and visualization. The results of which can be incorporated seamlessly either in Web-based reports or in Microsoft Office documents or on the portal/dashboard;
- The opportunity to translate data structures into terms that business users can understand and use;
- Build a centralized management framework that allows IT to manage servers, applications, security, libraries and metadata, across multiple platforms.

By implementing the SAS® TIS solution, Qualex provided Orange Dominicana with the ability to have a single telecommunications data repository and OLAP data based on that repository as well as the data analysis and model development designed for effective Customer Relationship Management. Results show Cross/ Up Sell marketing campaigns to be 90% effective and Customer Retention up over 15%.

Benefits

OBJECTIVE	BENEFITS RECEIVED
This solution helped Orange Dominicana in the following ways:	<ul style="list-style-type: none"> • Provided Orange with a very well-structured data model for the telecommunications industry. • Featured a strong set of OLAP tools for reporting and data analysis. • Allowed users to easily share information and reports, online, while having a solid security backbone.