

Case Study

ElegantJ BI Business Intelligence

**ElegantJ BI Business Intelligence
Implementation for a leading Business Process Outsourcing Company in India**



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Case Study

ElegantJ BI Business Intelligence Implementation for a leading Business Process Outsourcing Company in India

Client

Client is one of the reputed Business Process Outsourcing Company. They provide multi-channel and multi-tier support on leading communication platforms using superior skilled resources and technology enabled service approach. Their services include Systems Engineering, Telecom Expense Management, BPM (Remote Call Monitoring Services & Chat Services) and Software Compliance Audit.

Client serves various industries like Unified Communications, Telecom, Health Care, Financial Services and Entertainment Industries through its network spread across New Jersey, Mumbai and Visakhapatnam.

The Objective

Client had been using one of the BI tools for their internal MIS and reporting needs. BI implementation was restrictive and did not give required flexibility to their IT & business team.

The process created multiple challenges like:

- Interdependency on MIS and business teams lead to delayed reports and increased operational costs due to multiple iterations
- TCO increased due to dependence on skilled work force and requirement of expensive IT infrastructure, which lead to issues in operational efficiency, and performance of projects

The need for a robust yet cost-effective centralized solution that could effectively manage complex requirements had become paramount for this rapidly expanding organization.

Objectives of BI implementation:

- Data consolidation from multiple sources such as CRM solution and excel sheets
- Bring all types of information under a single roof
- Provide interactive analysis of support tickets and incidences
- Provide personalized dashboards and KPI for performance management
- Implement fine-grained access rights for each BI user to ensure data security
- Simplify ad-hoc querying and reporting for the business users



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- Eliminate dependency on any specific platform or OS
- Implement the use of self-serving tool at an affordable TCO in short span
- Eliminate the need for specially trained manpower or consultants to develop and manage BI solution

The Solution

After evaluating multiple options, client's team selected ElegantJ BI for its unique value proposition. The solution is simple to use and highly cost-effective business intelligence solution. Following a simple demonstration of the solution, the decision making team which involved their Solution Delivery Head, MIS Team and System Integrators decided to select ElegantJ BI. Considering the unique functional features, superior architecture, and scalability they opted for ElegantJ BI without a proof-of-concept.

The simple and practical deployment process and very short training requirement for end users has allowed the IT team to take control of the

implementation phase and roll out ElegantJ BI across the organization in very short span of time.

ElegantJ BI has been configured to build interactive dashboards, reports, crosstabs and graphs. It elevates the business performance with reduced costs saving time on generating the standard reports manually. With the help of KPI, an organization can work on the common business platform to reach the defined goals.

Technology & Platform

- Server: Xeon Server
- OS: Linux Centos
- Backend: MySQL

Key Business Intelligence objects implemented in the first phase of deployment include:

- SLA Performance Dashboards and KPIs
- Customer Satisfaction KPI with breakdown on dimensions like projects, clients, teams and support executives



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- Ticket wise escalation analysis –incident wise, employee wise
- First-Contact Resolution KPI with breakdown on dimensions like incidents, projects, support teams and support executives
- Ratios for support tickets - New tickets vs. Follow-ups with breakdown on dimensions like projects, clients and support team KPIs and other analysis to monitor new tickets, time taken to resolve the tickets, and resolution of known and unknown issues related to support of different IT Products and Services that the client offered
- MTTR (Mean time to resolve) KPI
- MTTR to Customer Satisfaction
- Organization performance vs. industry benchmark for MTTR

Client's IT team performed majority of the implementation and deployment tasks on their own. Fine grain security of ElegantJ BI allowed seamless, access rights implementation throughout the organization.

Elegant MicroWeb's Role

Elegant MicroWeb's implementation team helped client in establishing a corporate Business Intelligence system rather than merely setting up a business intelligence tool for reporting.

Consultancy, training and support services provided:

- Installation and connectivity with data sources
- Technical training
- Business Analyst training
- Administration training
- End User training
- BI best practices training

Conclusion

ElegantJ BI team worked with client's IT team and business managers, and clients' IT team implemented BI solution on their own with some support from ElegantJ BI team. Both teams worked together to define and implement companywide meta data structures, dashboards, KPIs and cross tab reports in 6 weeks time.



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While most BI projects focus on implementing data visualization as the outcome, the ElegantJ BI project has achieved the objective of converting information requirement challenge into a huge competitive advantage at an unbelievable cost and time.

Being in the service industry, client's focus was on adherence to SLA and improvement in customer satisfaction, response times, team performance and quality of overall services delivery.

Key Benefits and Deliverables:

- Companywide unified meta data structure and repository

- Personalized dashboards for different stakeholders with fine grain access rights implementation
- Improved visualization and monitoring of key performance indicators like SLA compliance, customer satisfaction and project performance at various levels within organization
- Improvement in SLA compliance, project performance, customer satisfaction and team performance
- Best ROI by leveraging existing IT infrastructure
- Timely and accurate information and reports to various decision makers and clients

This project is a perfect example of how ElegantJ BI's superior architecture, simplicity of use and short implementation cycle can help leverage value of customer's existing IT investments and offer the best TCO to the customers.



ElegantJ BI
Simply Smarter!

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