Aperio CI Case Study: Bell Mobility Subscriber Pricing Analytics

Aperio CI

The Experts in Data Management

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About Bell Mobility

Bell Mobility is Canada's largest communications company, consistently investing more than any competitor in innovation to provide a comprehensive and ground-breaking suite of broadband communications and content services to consumer, residential, business, not-for-profit and government customers in Canada.

The Challenge

In the summer of 2011 Aperio completed the deployment of a Bell project called – Client Usage Analytics Phase 2 (see Bell CUA Phase 2 case study). As part of this deployment Aperio CI installed its proprietary functional data model (GBIFM, Global Business Intelligence Functional Data model, see CUA Phase 2 case study) to be used by the business team at Bell to support intelligence gathering and analytics.

In the fall of 2012 Bell requested that Aperio include in the CUA Phase 2 data model pricing analytics that are generated from Aperio's proprietary software called *Pricing Genie*. This initiative required the following:

- Addition of a new data processing environment in the Bell data center, including both client and server class workstations.
- Receipt and confirmation of post billing and customer information data feeds necessary to support the calculations.
- Extract, transform and load data feeds in to a new instance of an Oracle database.
- Receipt of Bell Mobility rate plan information and entry in to Aperio CI's *Pricing Genie* front end tool
- Implementations of the *Pricing Genie* calculation engine to, in batch mode, rerate all eligible Bell subscribers against all available in-market billing plans.
- Delivery and load of results back in to Bell's Customer Usage and Analytics data warehouse.
- Aperio teams are responsible for the 7 days a week ongoing management and operations of the processes that receive, confirm and process the data to feed the Subscriber Analytics platform.
- Aperio provides Help Desk support for questions and issues pertaining to the presentment and accuracy of SPA recommendations.

The results of the pricing calculations were used by Bell's business team to support analytics and future rate plan offerings.

In the summer of 2013 Bell requested that Aperio CI begin providing real time re-pricing capabilities to be displayed in Bell's customer service (SingleView) and retail store (WAC) CRM applications. The challenge for Aperio was to re-rate an account using Bell's price plan business rules, the billing account's usage for the past three months against all available in market rate plans and provide one of 35 advices back to the CRM tool within 3 seconds.

The solution leveraged the source data loaded on the SPA platform along with the business rules and in–market billing plan information. The *Pricing Genie* tool was enhanced to receive the request for a single account analysis from the CRM tools via a custom .net web service call. The information provided in this call is then fed in to the enhanced *Pricing Genie* engine (JiTRE – Just in Time Rating Engine). The results are then returned back to the CRM tool using another custom .net web service.

Benefits

The results generated from *Pricing Genie*, equip call center and store agents with the information necessary to provide appropriate and up to date recommendations to their subscribers quickly and accurately. The tool uses the most current plans and Bell defined business rules to determine the recommendations. The intelligence built into the engine eliminates the guesswork for the agents and in turn speeds up call times. Recommendations are also filtered based on advice type rules which prevent giving away the store as plan recommendations must fit within a set of predefined savings parameters. Additionally, agents are equipped with intelligently calculated up-sell recommendations so they are armed with offers to not only save subscribers money, but where applicable, they can also provide offers to increase revenue.