



Idea Cellular Ltd.

Campaign management solution segments and retains customers

Mumbai, India

www.ideacellular.com

Solution Components

- IBM® InfoSphere®
 - IBM Data Studio
 - IBM DB2®
 - IBM WebSphere®
 - IBM Global Technology Services®
 - IBM Global Business Services®
 - IBM Software Services for Information Management
 - IBM Business Partner
- SAS Online Techsys Pvt. Ltd.
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Idea Cellular Ltd., commonly referred to as Idea, is one of the largest mobile services operators in India, with more than 160 million subscribers. With a network of more than 97,000 2G and 3G cell sites across India, Idea operates across 22 service areas with 2G and 3G services throughout more than 3,000 towns and 10,000 villages. Part of the Aditya Birla Group Company, Idea was founded in 1995 and has more than 6,400 employees. The company is headquartered in Mumbai, India.

The Opportunity

In India's hyper-competitive telecommunications market, it is critical that service providers maximize revenue from their current subscribers. Idea Cellular Ltd. wanted to transform its existing manual methods into a fully automated business process. Idea sought a solution that would improve customer service by creating and executing dynamic marketing campaigns designed to generate cross-sell and up-sell opportunities and retain customers by increasing interest in the company's products and offerings.

What Makes It Smarter

Handling millions of mobile transactions daily, Idea employed an information management and analytics solution to simultaneously synthesize and analyze continuous streams of data at high speed, from call detail records and text messages to customer location data from GPS-enabled cell phones and Internet sites. By analyzing large volumes of customer activity in real time, the firm can quickly predict which customers might leave for a competitor and present them with relevant offers to retain them.



Real Business Results

With the new campaign management solution, Idea has increased revenue by nearly 10 percent by using automated campaigns, as compared to the previous manual methods. The company has also used the solution to help it improve the frequency with which it provides analysts with important customer segmentation information by more than seven times, from four days per month to daily, facilitating the availability of the latest data for campaign design and execution. Additionally, Idea has reduced manual activities by 80 percent with the new automated process.

For More Information

Please contact your IBM representative or IBM Business Partner. Visit us at ibm.com/infosphere.

To learn more about Idea Cellular Ltd., visit www.ideacellular.com.



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Software Group
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