A data collaboration between Datastreams, our partner Teradata and their customer Vodafone Netherlands.

Combining forces for data-driven solutions.

OVERVIEW Vodafone Netherlands (VF NL) needed to combine their online and offline data in order to provide a true 360-degree view of the customer to drive enhanced ROI and improved customer journeys. In order to do this relevant information, such as Adobe Analytics data, needed to be to integrated into the Teradata data environment in use at VF NL.

ABOUT TERADATA

Teradata provides end-to-end solutions and services in data warehousing and big data and analytics that enable their customers to become a data-driven business. One that's positioned to increase revenue, improve efficiency, and create the most compelling experience for customers.

Teradata has over 35+ years experience in innovation and leadership in data services and reached a revenue of $2.5B in 2015. With their 10,000+ employees and with more than 100 technology partners, they serve over 1,400 customers spread over 77 countries.

ABOUT VODAFONE NL

Vodafone Libertel B.V., part of the Vodafone Group, is the second largest mobile phone company in the Netherlands, and was previously called Libertel. Vodafone Netherlands is based in Maastricht and Amsterdam and has around 2,800 employees.

Vodafone Netherlands currently has 5.2 million mobile customers. Vodafone Netherlands also has two Mobile Virtual Network Operators (MVNOs) using its network called Blyk (launched in May 2010) and hollandsnieuwe (launched in January 2011).

A merger was announced on 16 February 2016 with Liberty Global.

DATA RELATED CHALLENGES

VF NL uses a Teradata Unified Data Architecture (UDA) environment, which incorporates Hadoop, ASTER and interconnectivity via QueryGrid. They track clickstream data using Adobe Analytics.

A solution was required which would be able to:

01 Simplify the process of capturing the right clickstream data at the right time.

02 Create specific data models about visitor clickstream behaviour from multiple websites.

03 Easily stream these data models on a regular basis to the UDA environment for further analysis, insight and data driven improvement actions.

This would then enable Vodafone NL to be able to capture and store the processed clickstream data in the Hadoop Distributed File System (HDFS) and access and combine this data with the offline customer data available within the UDA.

"Utilising the right customer journey data for improving customer engagement"

DATA ENABLED SOLUTION

A digitally collaborative partnership between various stakeholders was formed to deliver the solution:

01 Teradata owned the relationship and contract with Vodafone NL. They provided their UDA environment to them, with the addition of the Datastreams Platform and delivered additional managed services.

02 Datastream provided the Datastreams Platform solution through the Teradata partnership program.

03 Teradata, supported by Datastreams, used the Platform to collect data from multiple Vodafone NL branded websites.
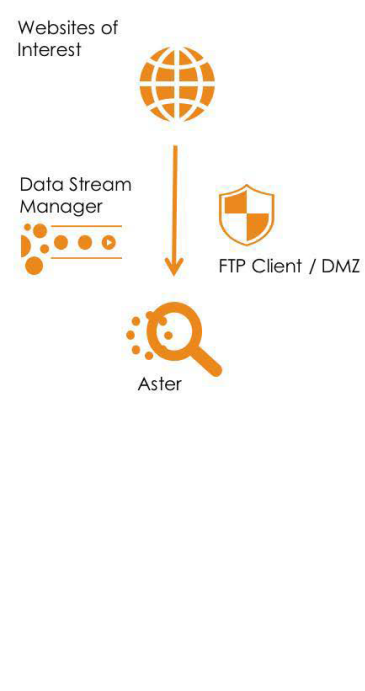
Two solutions were proposed. The first would utilise an FTP server based approach for distributing the clickstream data to the Aster part of the UDA environment. The second would result in real time direct streaming of data into Aster.

Data Stream Manager at Vodafone Netherlands
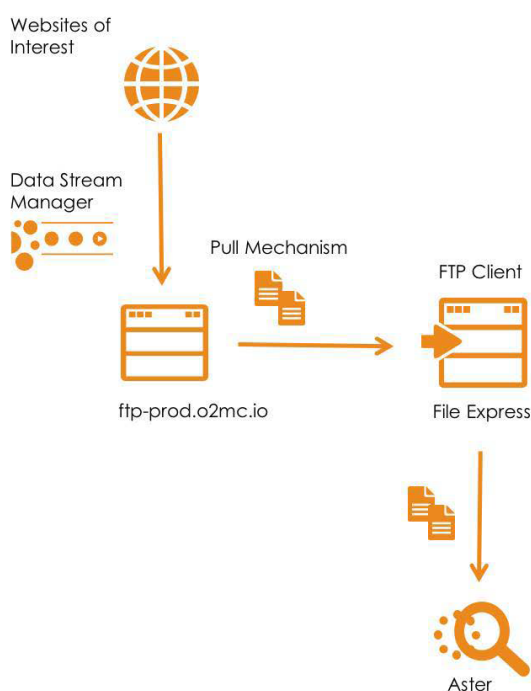
After some considerations between all parties, Solution 1 was choosen.

DATA DRIVEN RESULTS

Teradata are now able to provide enhanced services to their client, VF NL, with increased insights whilst reducing costs and complexity via their Unified Data Architecture. They are providing VF NL with extensive data discovery on rich data sets, enabling detailed understanding of their customer base. Using the Datastreams Platform, they are utilising the right clickstream customer journey data for the first time to provide powerful recommendations for improving ROI and customer engagement.

Achievements included:

01 Enablement of automated clickstream capture on the VF NL Consumer Web Portal data and the combination of this with Mobile App usage in Teradata Aster.

02 Five months of Clickstream data made available initially

03 Provisional Teradata Aster analysis possible on VF NL Consumer Web Portal versus Mobile App Data.

04 O2MC I/O Single Line of Code (SLoC) installed to enable capture of VF NL (MVZ) Enterprise Portal clickstream data.

In addition, the VF NL Digital team identified 5 use cases for future planned project phases:

01 Enterprise Web Portal key clickstream behaviours.

02 Which enterprise customer are/ are not using the web portal (link web logins to customer, describe segments, size of companies)?

- What actions do they perform in the portal?

- After which actions do they contact Customer Management (CM) i.e. what couldn't they do in the portal?

03 Relation between Web/App/CM

- What are the actions in the portal customers perform before contacting CM?

- Are there differences between App and Web?

- What skills do they contact?

04 Downtime within My Vodafone (MyVF)

- What is the impact of downtime of MyVF on the traffic to CM?

05 Relation between Web/App

- Who are the customers using the app?

- Who are the customers using the web portal?

- What percentage is only using Web or App; what percentage is using both?

- What actions do they perform and in what order?

- What are the differences in profiles (age/gender/location/price plan/ business/consumer/number of CTN's etc.?)

06 App Adoption

- Several pages in the web portal show a banner with content which informs the customer that they can also find this information in the App.

- Which pages works best and do customers then continue using the App instead of web in following visits.