



USE CASE #1 TELEFÓNICA MIGRATION

Telefónica surpasses their goals in migrating users' payments to their digital platform in 122% thanks to Datagran's data workflows.

Few companies around the world have access to volumes of data like telecommunication companies have. Telefónica is proving how efficient and collaborative data workflows can help increase income.

Data analysis teams are now facing the same challenges: reduce the existing breach between IT and business related teams, integrate data coming from different sources, standardize and communicate data value, and its potential to generate actionable insights. Telefónica's team is no exception. They teamed up with us to tackle a transitory project: migrate their current payment platform from a third-party service to their own payment platform.

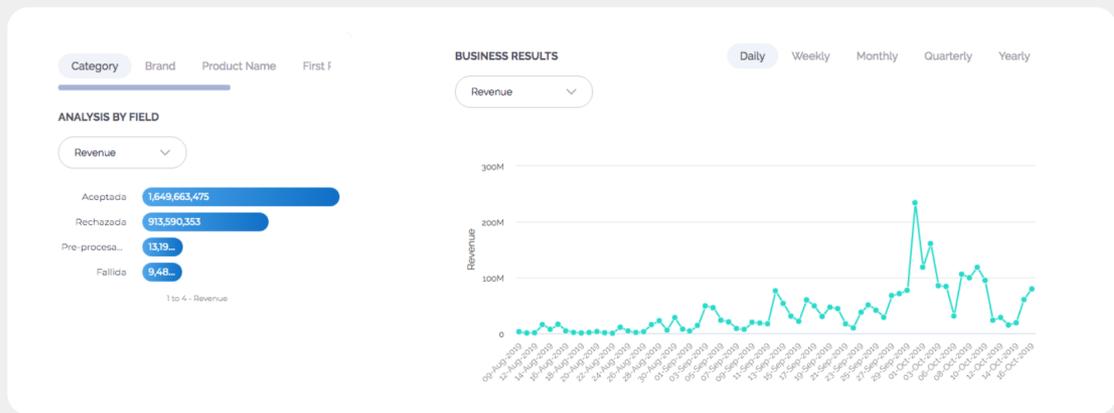


KEY QUESTIONS

- * *What opportunities arise from migrating offline payments to online payments based on current user behavior?*
- * *What is the general diagnosis from our users' payment behavior based on their payment dates and invoice amounts?*
- * *What areas around the country show a higher opportunity for migration?*
- * *Which communications insights can be made actionable in order to induce change in payment habits?*

DATA IS TRANSFORMED IN MONEY

Finding value in data can be approached in a number of ways. In this case, we identified information that could generate a shift in their users payments processes, so their in-house team could make decisions focused on reducing third-party expenses. The process was initiated by integrating Telefonica's data in Datagran's all-in-one workspace: aggregating, deduplicating, cleaning and standardizing it so that each new project from then on has data fed, saving them valuable time in the future when starting new projects. The next step was to transform the integrated information into flexible visualization systems, available to all teams throughout the organization, with business statistics and end-to-end customer behavior, that could show their path all the way from attribution to login at the payment gateway's site.



Transactional and user behavior data on the Datagran's platform. Detail of the audiences to activate on Google and Facebook.

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Shifting processes within the company had challenges on different fronts: Several departments uploading and downloading data without a standard procedure, non-existent data visualization with real-time data dashboards, lack of an efficient system to run machine learning algorithms and put them into production, and the absence of a data-driven collaborative way of work within team members.

Thanks to Telefonica's experienced data team, they were able to correlate the amounts paid on invoices with their specific times and dates. They also identified third party payment gateway data for online and offline transactions. Lastly, they identified the preferred payment gateway among their customers.

Derived from behavioral insights, the team received predictions thanks to the previous set findings.

“The challenges faced from migrating offline to online payments are tied to shifting mindsets on the adoption of new technologies, incorporating efficient systems for emitters, acquirers, businesses and users. Implementing strategies that were aligned within the financial system, making sure there is interoperability and a clear understanding of its use benefits”

Portafolio Magazine. 2019

Datagran provided the tools to not only introduce a new way of work through data-driven decisions with the help of automation workflows and machine learning algorithms, but to introduce a new collaborative model for their teams and all areas within the organization.

THE RESULTS:

SUPRASED BUSINESS GOALS

+227%

MIGRATED USERS

+14.400