

# Xeligence™

## Overview

Country or Region: Israel

Industry: Telecommunications

## Customer Profile

Barak is the leading data and broadband service provider in Israel, supplying worldwide network solutions and international private lines to business customers.

## Business Situation

Barak sought to increase revenue by maximising cross sell and upsell opportunities through their world class contact centre.

## Solution

Barak implemented the Xeligence Next Best Offer (NBO) application to identify the most relevant offers to each of their customers and make them available to the Customer Service Reps during customer calls.

## Benefits

- Offer response rates increased
- Call centre channel now supports sales campaigns
- New revenue streams created
- Easily integrated solution
- Integrated and deployed under 3 months

*" The ability to leverage every customer interaction and consider a proper marketing proposal, has proven very successful for Barak. The Xeligence NBO solution enabled us not just to offer a proposition to a customer but rather offer the customer a proposition that he cares for. It both increased our revenue and also the satisfaction of our customers"*

Eli Ben-Simon, Chief Technology Officer

Customer Solution: Barak

## Increase Revenue & Customer Satisfaction



## Barak – The Company

Barak Telecom is a leading international carrier and an ISP in Israel, with over half a million subscribers. Barak is well known for its best in class customer care operation which is considered one of the best in Israel.

Barak was established in 1997 by three of the world's leading telecommunications companies - Sprint, France Telecom and Deutsche Telecom, and two major Israeli companies - Calcom and Matav. Barak has grown rapidly and is now Israel's leading provider for international calls

## Situation

The Israeli telecom market is experiencing multiple challenges, similar to many telecommunication markets around the world.

- Markets are increasingly saturated
- New and varied competition is entering the market
- Product mix demand is growing. Telecommunication companies are expected to provide multiple new services and products.

Facing these challenges Barak made the decision to broaden the services and products it provided to its customer base. For a traditionally "single product" company, Barak needed to start marketing multiple products to both new and existing customers.

Barak required a solution that would enable them to optimize their cross sell and up sell propositions to their customers. They have focused their efforts at selling Value Added Service products, recognizing the business opportunity to increase revenue. Barak also decided to leverage their world class call center facility and turn many of the customer service interactions to sell opportunities.

## Solution

As a critical component to this initiative, Barak chose to implement the Xeligen Next Best Offer (NBO) solution.

The solution enabled Barak to:

- Identify the most relevant offer to each of their customers
- Provide each of the CSRs (Customer Service Representatives) access to the recommendations at the time of the interaction with the customer.

The solution mines the historical data within customer profiles and purchase patterns, automatically runs multiple statistical models, and provides optimized propositions to each customer. The solution does not require any statistician intervention, as its models are self learning, and improve over time, as more relevant data is available.

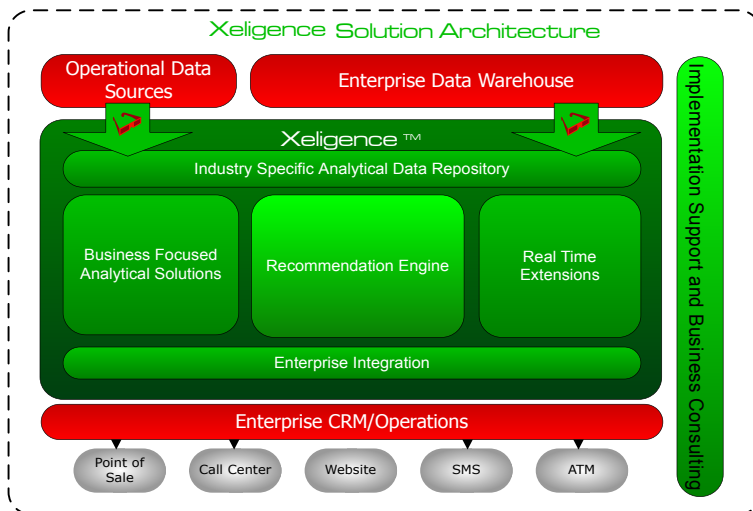
## Solution Components

The Xeligen solution is a rapidly deployed set of components that integrate enterprise data into an industry specific Analytical Data Repository, automate the statisticians model building process, and provide scores to operational systems in either batch or Real Time.

At the core of the Xeligen solution is the **Analytical Data Repository** and the **Recommendation Engine**. The Analytical Data Repository is based on many years of experience in the Telecommunications industry, it is a specially developed analytical data repository that constitutes a broad infrastructure supporting a wide variety of analytical tasks. The repository is dynamic, extending itself automatically as additional insight predictors arise, providing a smart view on the enterprise customers over time.

The recommendation engine simulates the manual work required by a statistician in developing predictive mining models. The Recommendation Engine is capable of automatically revising its recommendations based on newly available parameters and spanning all marketing channels which enable decision-making for smarter inbound & outbound marketing and, operations management.

When equipped with our **Real-Time Extensions**, the recommendation engine incorporates information gathered during customer and CSR interaction or from operational transaction processing into the recommendation and decision-making process.



## Results

Implementing the Xeligen NBO solution enabled the Call Center to support the sales initiative. CSR's had solid confidence in the marketing recommendations and increased their sales efforts. Responses rates grew by large multiples driving new revenue streams that were not recognized previously within the organization.

## Whats Next?

Barak is now engaged at integrating the Xeligen NBO Recommendation Engine with additional sales channels such as the Internet and to their enterprise campaign management solution.

## Why Xeligen?

The Xeligen Analytical Platform for Telecommunications/Media is designed for fixed & mobile telecommunications and other content services providers of any size, enabling them to solve a wide spectrum of business problems on a timely basis by applying state-of-the-art analytical solutions where and when they are needed.

The advantages of implementing Xeligen are:

1. A common analytical and IT environment supporting the growing list of Xeligen Telecommunications/Media business solutions
2. Rapid deployment of cost-effective, self-training data mining models at aggregate and/or single outlet levels without statistician assistance
3. Real-time extensions supporting marketing and credit scoring recommendations across all contact channels enabling a timely, 360-degree understanding of and response to customer risks and business opportunities
4. Support for inbound/outbound marketing, holistic credit decision-marking and infrastructure management & optimization processes
5. Built on non-proprietary, cost-effective Microsoft platform (including data mining algorithms) that is easily integrated with existing IT environments
6. Based on decades of experience in marketing analytics and credit risk analysis at leading telecommunications and content services providers
7. Typical delivery of the Xeligen foundation in 2-3 months, follow-on applications even faster

World Headquarters • Columbus, OH USA

Fax 1-614-939-0827 • International 1-937-369-8020

E-mail [xeligen@eighty-twenty.com](mailto:xeligen@eighty-twenty.com) • <http://www.eighty-twenty.com>



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