CASE STUDY

Sagacity
Part of Accenture Song

Data and Reporting Solution for Debt Management

Client

Large Water Company

Data Transformation & Reporting

Client Situation & Impact

Our large water client was experiencing a worsening debt position and had inconsistent reporting and limited insight, making it difficult to understand the root causes, scale and complexity of the issues they were facing.

The client needed a data solution with visualisations and dashboards that was timely, efficient and scalable to help them understand, interpret and report on customer performance, with the ability to turn the data insights into actionable plans to improve revenue.



Automation & scalability



Dashboards & reporting



Data-driven insights

How Did Sagacity Help?

Using our understanding and expertise of cleansing, normalising and combining complex datasets, we identified the data assets required to provide our client with the customer, debt and collections information they needed to more effectively manage their operation.

We engaged capable, focused client stakeholders who had a detailed knowledge of the data available internally, which was spread across multiple source systems. Working in collaboration with our client's data and technology teams we identified the data and reporting solution that best fit their requirements.

In parallel to completing the data requirement we worked closely with their data protection, compliance and IT Security teams to ensure all data was remediated, shared, stored and processed in a secure and compliant manner.

The solution encompassed:

- An architecture comprising of bronze, silver and gold data layers to transform the raw client data to create trends and report on customer performance. These reports and dashboards provide both high level insights for senior client team members as well as more detailed views and outputs for operational teams.
- Automated routines to output detailed datasets for advanced analysis and customer management campaigns.
- Proactive monitoring of the end-to-end file and data transfer processes including automated system alerting (for 26 daily data feeds), solution resilience with secure archiving and retrieval routines for each data file.
- Scalability within the first two weeks of service, with over 3.5 billion rows of data processed (with the ability to continue to dynamically scale).

How Did Sagacity Help?

To minimise client overheads, we also provided additional technical support and expertise to enable our client to deliver the data and reporting interfaces needed, which were taken from multiple source systems.
To ensure maximum understanding and adoption, we carried out comprehensive training and knowledge transfer to ensure the reporting, trends and results were fully understood.

Outcome & Business Benefits

A data foundation and enabler for business success

An 'always on' reporting solution, delivered in 8 months, providing full visibility of customer performance through a series of dashboards and views with the ability to dissect customer cohorts in 'real time', available to C Suite stakeholders, Heads of Department and Managers.

It has enabled the client to improve decision making and prioritisation of effort to target customer management to optimise performance, with the ability to monitor the effectiveness of the strategies adopted.

The client now has a bedrock for effective management and performance improvement across billing and collections, delivering connection and insight across a multitude of datasets and consistency in performance reporting.

The solution has also acted as a platform to support further data enrichment including individual level information, property level information, and postcode and geographical data.