CASE STUDY

Sagacity
Part of **Accenture** Song

Reducing Customer Credit and Discount Errors

Client

Large Telecoms Provider

Revenue Assurance

Client Problem & Impact

Our telecoms client became aware that credits on customer accounts were increasing month on month and impacting their financial performance but were unable to establish the root cause of the problem.

Our client had a series of business rules to help guide customer service agents to apply promotional offers, credits, goodwill and discounts to customer accounts.



Credits & Discounts



Data Analytics



Revenue Leakage Reduction

How Did Sagacity Help?

Our team of Telecoms experts reviewed the terms & conditions and business rules to conduct targeted data analysis to identify where these rules had been breached.

We identified 1,547 customer accounts that had received discounts in excess of the business rules leading to significant revenue leakage being generated each month.

We created a new monthly control for the client which highlighted noncompliant accounts for ongoing management.

Outcome & Business Benefits

£228k P/A revenue opportunity

A new discount process with regular reporting and monitoring was put in place to proactively identify discount breaches to prevent ongoing revenue leakage.

Corrective action was also taken on accounts where business rules had been breached in the last 90 days.

- **enquiries@sagacitysolutions.co.uk**
- **sagacitysolutions.co.uk**