CASE STUDY

Sagacity
Part of **Accenture** Song

Creation of Controls for Customer Contract Management

Client

Large Telecoms Provider

Revenue Assurance

Client Problem & Impact

Our telecoms client promoted a discount scheme which allowed their mobile customers to receive a larger 'bundle' discount if they purchased additional services e.g. add fixed line service and/or broadband service to their mobile package.

The client was unable to reconcile the total value of discounts awarded against the total volume of services taken out by their customers as the information was held across multiple systems which was not easy to link.

Discount Eligibility

Data Analytics

New Revenue Controls

How Did Sagacity Help?

Using our data analytics tools and industry expertise, our team linked the data from key systems to create a customer view which allowed the discounts to be correctly calculated compared to the services provided.

This analysis resulted in the following:

- Validation of the correct discounts that had been awarded to customers
- Identification of 10,000 customers receiving discounts for services they were not eligible for
- New enduring controls implemented to monitor customer eligibility

Outcome & Business Benefits

£1.2m P/A revenue opportunity

Our client was able to recover discounts that were incorrectly applied to customer accounts, resulting in significant savings.

A reporting solution was implemented to monitor the discounts on an ongoing basis to prevent further discounts being awarded incorrectly to minimise revenue leakage.

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