SQREAM

AIS IMPROVES CUSTOMER SERVICE AND NETWORK OPERATIONS WITH SQREAM DB

AIS

COMPANY OVERVIEW

With over 40 million subscribers, AIS is Thailand's leading mobile network operator. The company provides fixed broadband, voice and data communications services for residential and business customers throughout the country.

THE CHALLENGE

In the highly competitive Thai market, keeping so many customers happy and loyal is a challenge that AIS is determined to meet by delivering exceptional customer experience.

AIS had been using a Greenplum database, which struggled to support the company's growing volumes of data. The system required the data to be pre-aggregated prior to analysis, a practice which was time-consuming, and restricted drill-down later on. Queries took hours, in some cases days, and complex joins could not be completed. To be able to offer customers a tailored experience, business intelligence users at AIS need fast and cost-effective access to their massive amounts of customer and CDR.

The company approached SQream with the familiar Big Data Age problem: how to translate billions of records of siloed data into better network management and competitive advantage.

After trying several solutions, including an in-memory database that required expensive hardware due to it's reliance on data replication, AIS opted for SQream's lean and efficient platform for massive data analytics.

THE SOLUTION

Using SQream DB, a data analytics acceleration engine, AIS implemented a Smart Benchmarking Dashboard that allows management to analyze and troubleshoot nationwide network quality in just a few clicks. SQream DB's rapid GPU-based processing and unique architecture enables **joining billions of data records from varied sources in seconds,** for comprehensive cross-company insights.

With SQream in place, AIS preforms deeper drilldowns, faster competitive analysis, and data aggregation on key enterprise customers.

MARKETING	CUSTOMER ENGAGEMENT	CUSTOMER CARE	ENGINEERING
✓ Faster competitive analysis	✓ Predictive Customer Experience Index	✓ Smart network-complaint management	✓ Smart network resource planning
✓ Targeted product marketing	✓ Predictive churn	✓ Improved first-call resolution rate	
✓ Data-driven partnerships		✓ Customized communication	

The company can drill down to the device model and version a customer is using, and compare their service to a competitor's at any time and location. The ability to quickly analyze mounds of customer and network data enables the customer support team to quickly identify customers' problems, offer customized communication targeted to their needs, improve their first-call resolution rate, and reduce customer churn. The new insights made possible by SQream DB have enriched the company's ability to face competition, and enables them to increase customer satisfaction.

A complex competitive query of Speed Test Data comprising hundreds of millions of raw data records **took less than 50 seconds with SQream, compared to an hour previously.** The network and service operation teams monitor E-RAB and RRC drops from a fast-updating Tableau and SpotFire dashboard over 10x faster than before.
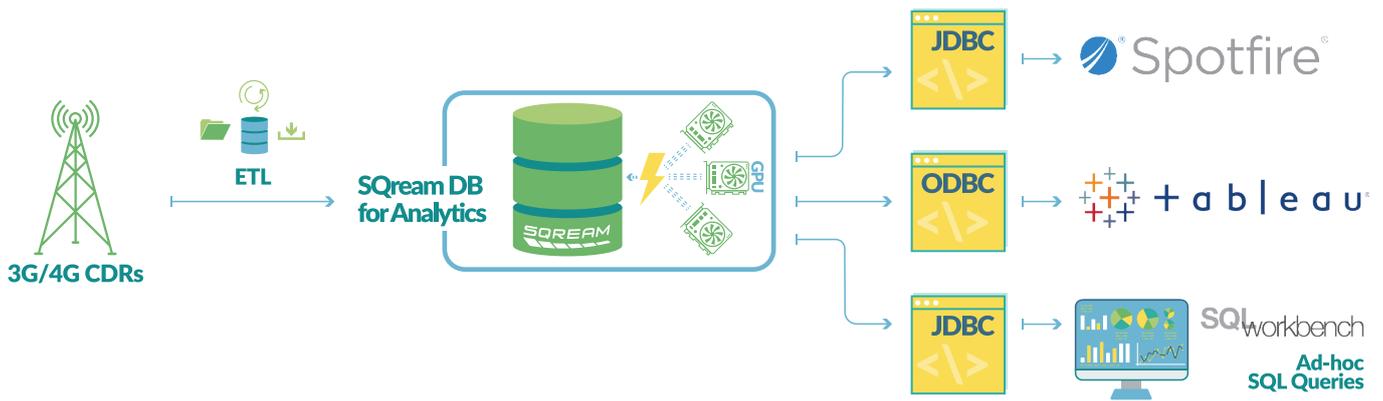
CUSTOMER'S RESPONSE

" With our network service covering 77 provinces nationwide, our data is constantly growing. SQream DB helps us to keep pace with the rapidly increasing data usage and translate that data into real benefits for our customers, whether in helping to manage the quality of our networks or enabling us to keep ahead of our competition. "

Suppachai Panichayunon, *Head of Solution Design & Architect, AIS*

SQream Technologies develops and markets SQream DB, a data analytics engine enabling unparalleled business intelligence from massive data stores. Global enterprises use SQream DB to analyze more data than ever before, while achieving improved performance, reduced footprint, significant cost savings and the ability to scale the amount of data they analyze to hundreds of terabytes and more.

To learn more, visit sqream.com or follow us on twitter @sqreamtech.

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