

KEY CUSTOMER INSIGHT

Incorporate key customer insights from multiple data sources both internal and external to utility.



Problem

- + Key customer insight data is often located outside of systems-of-record
- + Valuable customer information is located department-level computers or desktop spreadsheets that are not accessible by systems-of-record
- + Customer entered and customer maintained data needs to be incorporated into customer insight apps
- + Public domain information (eg. tax records) must be incorporated into customer insights

Why Fractal

Fractal Programming enables continuous real-time data import.

Data import tools work with data sets internal and external to utility, including public domain data sets.

Data import tools work with desktop resources such as spreadsheets and text files in addition to data exports from systems-of-record.

Customer data entry / import supported.

Solution



Implement continuous real-time data import from systems-of-record



Implement continuous real-time data import from department-level computers and desktop applications

Implement continuous real-time data import from public domain sources



Implement continuous real-time data import directly from customers

Impact



Deeper key customer insight.



Enables all customer information, regardless of where it resides, to be incorporated into 360 degree view of customer relationship and customer activities.

