

Allstream Masters Data Quality Management and Improves Sales Performance with Lavastorm



RESULTS:

By implementing Lavastorm, Allstream has:

- Established an even more enhanced data quality management process
- Renewed the sales team's trust in their data and the CRM system
- Enhanced collaboration between the sales team and upper management
- Enriched customer satisfaction
- Improved efficiency – Lavastorm allows them to create and deploy analytics up to 50 percent faster than the company's previous solution

"Sometimes it's really painful to re-arrange queries in a database, and can take lots of rework as issues arise. With Lavastorm, we basically drag lines and drop nodes where we need them – it was honestly like love at first sight."

Troy Mayers, Sales Analytics Manager, Allstream

CUSTOMER PROFILE

Allstream is a Canadian leader in IP communications and the only national communications provider that works exclusively with business customers of all sizes. Allstream's momentum is fueled by the knowledge, skills and entrepreneurial spirit of its 2,500 employees across the country.

Supported by its more than 30,000-kilometer nationwide high-performance fiber-optic network, Allstream's broad portfolio of business solutions are built from an array of advanced communications technologies and services, including a wide range of innovative, highly-scalable IP-based solutions to help organizations communicate more efficiently and profitably. Allstream is wholly-owned by Manitoba Telecom Services Inc.



SITUATION

Allstream encountered challenges when it came to data quality management within their customer relationship management (CRM) system. Duplicate, redundant or confusing data entries were an issue within the system, making it challenging to complete tasks, such as finding the appropriate contacts and vetting leads.

The sales support teams had been using a popular desktop database management system to process, organize, and clean account data in the CRM system, but it was taking far too much time to make any real improvements in data quality.

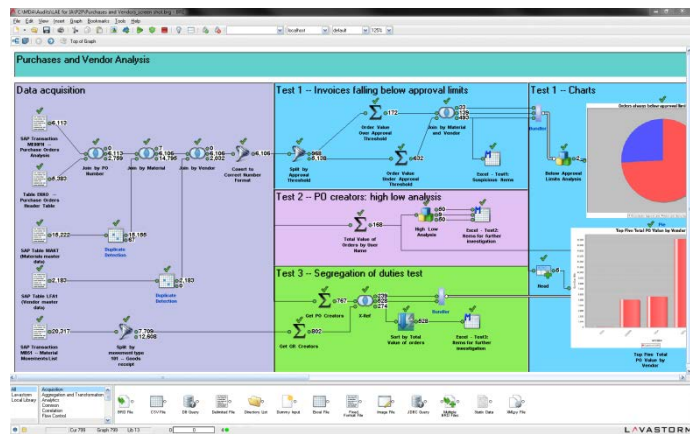
Allstream's Director of Sales Business Intelligence, Dario Gasparotto, knew they needed a new tool that would enable three things: a more collaborative data analysis process, a more time-efficient data cleansing method, and the ability to automate key data quality management functions to ensure Allstream's data would be as clean as possible.



SOLUTION

Allstream elected to use Lavastorm to build processes for eliminating duplicate data and for continuously analyzing the quality of the account information in the CRM.

According to Allstream’s Sales Analytics Manager, Troy Mayers, the sales department was able to become proficient with Lavastorm in less than three months. “That was another selling point of the product – how I was able to learn something so powerful in such a short amount of time,” said Mayers.



Beyond de-duplicating their data, Allstream is also using Lavastorm for more ad-hoc analysis. “Measuring our market prospects has become a keen interest. Someone might ask, ‘how many prospects did we add this year by month and segment?’ The great benefit with using Lavastorm is the ability to pull data and create custom analytics much more easily, so when questions come up, the answers are always close at hand,” said Gasparotto.

Allstream also uses Lavastorm to enrich customer account information so the sales team can better understand customer preferences and their propensity to buy a specific solution. “A great benefit is the ability to build graphs and get to data faster and with greater flexibility,” added Mayers.

BENEFITS

With Lavastorm, Allstream removed duplicate files and enriched customer data for an enhanced data management process. With improved data quality, the sales team’s trust has been renewed and they are re-engaging with the CRM system. The sales team is performing better and Allstream’s customers are benefiting from a more personalized experience.

Better Collaboration

Because of Lavastorm’s highly visual interface, the sales department is able to more closely collaborate with those within the organization who may not be as well versed in coding languages or manipulating programs.

“As a leader and manager, I can add value with the Lavastorm software by following the visual depiction of the analytic logic that’s been built and asking questions of the person that built it,” commented Gasparotto. “If we want to dig into the data behind it, it’s so easy to do.”

Mayers added, “One of my favorite aspects is making it easy to explain to anybody. You can visually follow the analytical path from start to finish. That’s powerful because, before, it was always a struggle for someone dealing with data to easily show what you did. With our previous SQL-based tool, that is pretty much impossible.”

Greater Efficiency

By de-duplicating their data with Lavastorm, Allstream was able to accomplish in a matter of weeks what would otherwise have taken months. According to Mayers, “Lavastorm makes it incredibly easy to integrate data natively. Rearranging and interrogating data is easier and, at each step of the way, you can check for mistakes.”

“What do I like about Lavastorm? Our previous solution couldn’t handle very large amounts of data in some instances, but with Lavastorm, we’ve never had an issue with data size. I don’t think there’s another analytic product like this that would allow you to get ramped up with so little help and be able to do so much so quickly.”

Troy Mayers, Sales Analytics Manager, Allstream