# ANALYTICS USE CASE | Utility

Advanced Analytics Visualizations – Customer Calls

At a publicly traded gas utility company, a number of different advanced analytics tools, designed to process large datasets, provided immediate visibility and value.

Customer Calls

Over two million calls come in each year to this Utility's call center. The Call Center software systems do a good job of providing statistics on call volume, call length average handle time, etc., but what else could be learned?

With one training course on how to use Tibco Spotfire advanced analytics dashboards, and a little mentoring from the Analytics team, this call center support person was able to develop a number of visualizations (viz if you are hip) that plotted calls on a map so that they could see call volumes by service territory locations. With the ability to develop complex custom aggregations, the call center support person was able to "self-service" and explore a number of what if scenarios through this interactive dashboard tool.
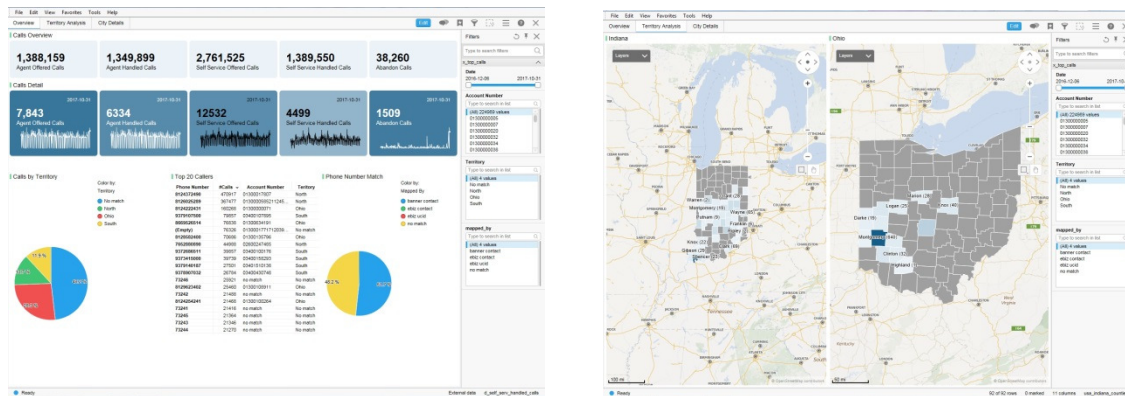
Working with the IT support group, the call center support person, alongside the Analytics team, was able to request some customer and call center data extracts and combine them into one view in Spotfire.

The data proved so valuable that the call center team became major champions of the power of advanced analytics. They were an eager participant in the Analytics team's pilot project to test prediction, streaming, and customer sentiment capabilities of the technical platform.

Summary Key Points:

- Defining the data required and cleansing was a significant effort. Scheduling extracts with the IT organization also took time.

- Once the data was ready, and with a small investment to learn an advanced analytics visualization tool, generating insights was relatively easy.

- Conclusion? Data Science was the easy part. It was 10% inspiration and 90% perspiration!

Keller Schroeder's Data Strategy Group

At Keller Schroeder, we absolutely subscribe to the idea that Data Science, Machine Learning, and Artificial Intelligence are skills that every organization should have, and, in a connected, social media, *Internet of Everything* world, are vital to your company's future. **We think it is that simple - not easy, but simple.**

Keller Schroeder's **Data Strategy Framework** is a comprehensive implementation framework developed to help your organization establish the data lifecycle management practices necessary to successfully apply advanced analytics for your business benefit.

DATA STRATEGY **FRAMEWORK**

Contact Us For Your Complimentary Data Strategy Framework

manage data. do science. get better

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