

The logo for iDiro Analytics features the word "iDiro" in a bold, black, sans-serif font. The lowercase "i"s are replaced by a light green circle above a light green vertical oval. Below "iDiro" is the word "ANALYTICS" in a black, all-caps, sans-serif font with wide letter spacing.

iDiro
ANALYTICS

CASE STUDY – TRANSFORMING ELECTRIC IRELAND’S ANALYTICS CAPABILITY



INTRODUCTION

Idiro are experts in providing analytics solutions for any business with large amounts of customer data. For over ten years, we have been helping businesses to get better results using predictive analytics. Idiro has been working with Electric Ireland since 2004.

THE BUSINESS CHALLENGE

Electric Ireland (formerly ESB Customer Supply) was moving from a monopoly to a competitive market. To prepare for this, the company required an in-depth understanding of its customer base in order to move its business processes to a point where all decision making was based on customer data analytics. However, customer data was stored in 17 different locations and formats across various departments, making frequent analysis of customer data extremely time consuming and difficult. Idiro started working with ESB / Electric Ireland in 2004 and has been working on data consolidation, analysis and consulting.

WHAT IDIRO DID

The first step was to engage with the different areas of the business to identify specific goals/problems in each area and develop appropriate solutions. Creating a centralised data mart was considered essential to providing useful and timely analysis of customer data. Data was gathered from different parts of the business to create a data mart suitable for analytics, modelling and reporting. Once the content and format of the data mart was established a schedule for refreshing the data was established. Along with every refresh of the data mart, a set of control points were put in place to ensure data quality and for validating figures against relevant areas of the business.

With the data mart in place a multi-dimensional approach to analyse the customers was adopted. This saw models built to segment customers according to their consumption patterns, cost to serve and their potential for other energy products/services. It also measured past behaviours and other attitudes.

After the refresh of each model additional analysis was performed to provide insights to the business. The Idiro approach included providing advice on how to interpret the model outputs and valuable assistance in planning for campaigns and marketing.



The outputs from the some of the models were used in retention campaigns and also to target customers with cost reduction measures and maximise potential profits.

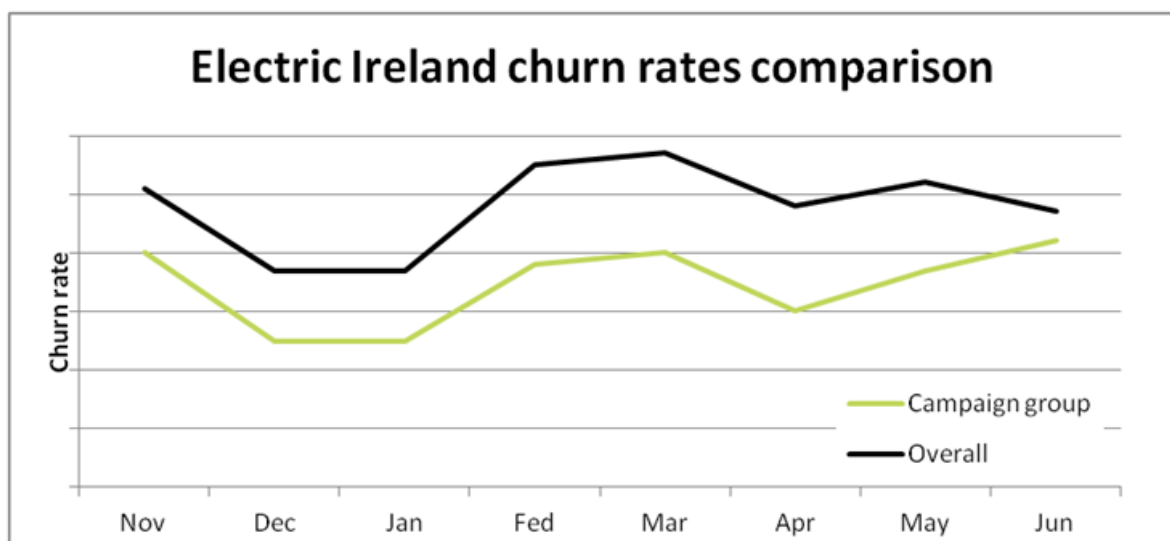
With increasing frequency of data refreshes and model refreshes, it became necessary to upgrade the data mart. Over the course of model development, additional data sources had been utilised resulting in a very time-consuming process for refreshing data. Up to now the data mart had been stored in a flat file. The process of building the data mart was migrated to a Database server where it was possible to automate the majority of data loading and transformation.

With more frequent model output and data refreshes the requirement for up to date insights became apparent, particularly to track the movement of customers. To accommodate this, a dashboard was developed that links into the existing model outputs. This dashboard provides an up to date profile of the customer base.

BENEFITS TO ELECTRIC IRELAND

With the customer models in place, it was now possible to prepare campaigns to retain customers, reduce costs and win back customers. In addition to driving these campaigns, it was also possible to measure the performance of these campaigns over time.

Monthly retention campaigns were run targeting customers who were predicted by the models as those who were most likely to discontinue or reduce their consumption. The rate of customers leaving Electric Ireland showed a significant decrease within the campaign group. Below is an example of the results of a retention campaign. After the campaign, the rate of customers leaving reduced significantly and subsequently remained at the same rate for more than six months (the evaluation period).



A centralised and frequently updated data mart has enhanced the various reports and analytics produced both in terms of the quality of data available and the time it takes to run them.

The customer dashboard allows various stakeholders view up to date information on the movement of customers in and out of the business. This is essential when developing customer strategies and marketing plans.

LOOKING FORWARD

The business has expanded the range of products it offers to customers and the current models will be updated to include customer behaviour in relation to these products. Other models are also in line for development which will include additional metrics to indicate the long term potential of customers and next best activity to identify products or services that might be of interest to individual customers.

CONCLUSION

Over the course of working with Idiro, there has been a vast improvement in the availability of and access to data across Electric Ireland. Insights drawn from the centralised data mart and the customer dashboard have provided a detailed demographic of the customer base and the movement of customers. Customer analytics have enabled the campaign and marketing teams to target customers strategically and maximise the value offered to and derived from the overall customer base.

"We have been working with Idiro for many years now. Idiro's expertise has contributed greatly in building a strong Business Intelligence capability in Electric Ireland.

Our analytics capability - delivered with the help of Idiro - has become essential to Electric Ireland's marketing and customer retention strategy."

Ciaran Hand,
Business Solutions Manager, Electric Ireland.

FURTHER INFORMATION

Many more of our case studies cannot be published due to confidentiality. For more information about these, or about how Idiro can help your business, contact us at info@idiro.com.

