



ClearPeaks

Offering marketers a fresh tool for evaluating campaigns

Vodafone Turkey implements a cutting-edge Campaign Analytics Solution

Vodafone Turkey's Customer Value Management Team not only administers up to 2000 campaigns each year, but also manages a wealth of vital customer data. But analyzing and disseminating such a magnitude of information quickly becomes a daunting task without the right business intelligence (BI) tool.

Recognizing the benefits of centralizing campaign details and metrics in one place, Vodafone Turkey enlisted the help of ClearPeaks.

ClearPeaks set out to provide the Customer Value Management Team with a dynamic and user-friendly visualization and analysis tool for marketing campaigns, completely integrated within their existing Business Objects Enterprise environment.

Targeting the Issue

The Customer Value Management Team identified a number of limitations associated with their original campaign data management tool, Microsoft Excel. As campaigns and users increased, Excel became less and less viable. The process of manually entering campaign details not only created the potential for human error, but also consumed valuable time, as did the analysis, interpretation and distribution of Excel-based reports.

It was clear that the Customer Value Management Team needed a functional and professional BI solution to serve the purposes of multiple users – from marketing experts to Vodafone executives. Drawing upon previous experience with telecommunications projects and their Business Objects expertise, ClearPeaks consultants offered to build an intuitive and highly visual Campaign Analytics Solution.

Accepting the Offer

For this project, ClearPeaks proposed Xcelsius, the most interactive Business Objects data visualization software available on the market today. Not only is Xcelsius a cutting edge tool for creating actionable business dashboards, but it also integrates seamlessly with the user's Business Objects platform and data sources.

Following the decision to use Xcelsius, ClearPeaks consultants, together with the Customer Value Management Team, identified the relevant KPIs and corresponding elements for sophisticated visual analysis, with distinct views to address different user requirements.

The ClearPeaks team proceeded to develop the Campaign Analytics Solution completely off-site from its BI Solution Center. This model proved to be economical while still allowing ClearPeaks to maintain excellent customer interaction via web conferencing technology. As a result, ClearPeaks consultants successfully developed and delivered the Campaign Analytics Solution within just 50 days.

**vodafone****The Company**

Vodafone Turkey

Industry

Telecommunications

Objectives

- Develop a flexible, visual solution that can accommodate a large number of campaigns and variety of KPIs for both new and recurring campaigns.
- To provide a central location for all users (from marketing experts to Vodafone executives) to review campaign details and results.
- To export aggregate campaign data into excel for further analysis.

The ClearPeaks Difference

- Clear understanding of Telco environment and marketing KPIs.
- Xcelsius expertise and ability to customize functionality.
- Optional off-site model decreases costs without affecting customer interaction.

Customer Benefits

- One central dashboard for all users with clearly defined KPIs.
- Integration into existing Business Objects environment.
- Highly portable tool that can be viewed with or without web connection.
- Customized Export to Excel functionality.



“The Campaign Analytics Solution has significantly improved our insight into marketing campaign activity. ClearPeaks delivered a tool that not only meets all our requirements, but is also visually appealing and very easy to use. What’s more, ClearPeaks’ ability to deliver this solution through their off-site BI Solution Center has proven to be excellent value.”

Justus von Bergmann, Customer Value Management
Vodafone Turkey

Seeing is Believing

The Campaign Analytics Solution allows the Customer Value Management Team to analyze existing campaigns and design outlines for new ones based on key success factors. The dashboard also helps the team to understand the net take rate for each campaign compared to the targeted subscribers. And more significantly, marketers can now easily and definitively follow the revenue generated by each campaign.

Executive Dashboard

- The Executive Dashboard provides a bird’s eye view of the most important metrics. In an instant, executives at Vodafone can assess and compare the state of marketing campaigns in a visual, easy-to-understand fashion.
- Leveraging the user-friendly and intuitive interface of Xcelsius, executives have the option to select a specific time frames and filter results.

Overall Campaign

- The Overall Campaign screen, targeted at marketing users, is the key analysis component of this solution. Classification filters allow users to easily focus their analysis on the relevant campaigns.
- The dials display top-level aggregated KPIs for the previously filtered campaigns – giving the user a quick overview of the campaign results.
- The filtered list of campaigns on the bottom half of the screen allows users to view individual campaigns and export these via the ClearPeaks-designed Export to Excel function for further analysis.
- At any time users may Show Campaign Details, which opens a pop-up screen, displaying all campaign details and metrics for a selected campaign.

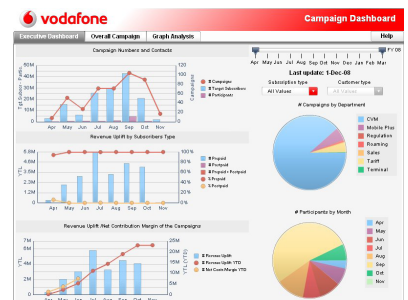
Graph Analysis

- Leveraging Xcelsius’ flexibility and visual elements, ClearPeaks developed the Graph Analysis screen, which allows users to compare various campaigns graphically by selecting specific KPIs.
- Users can view monthly comparisons with colour-coded KPIs for recurring or non-recurring campaigns (up to 15 at a time).

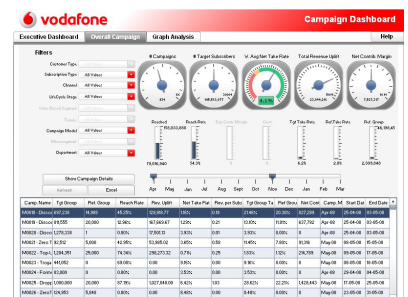
Next Steps

The next phase of the project will involve adding a forecast vs. budget comparison for campaign credits, giving users the ability to forecast the capabilities of campaigns based on pre-defined parameters (with early indicators for corrective action). ClearPeaks will also add an Administration page to the dashboard allowing administrators to add additional campaign information.

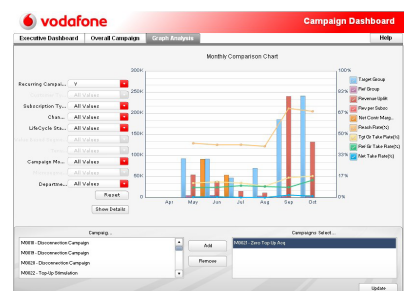
Finally, ClearPeaks will complete the automatic integration of the Campaign Analytics Solution with Vodafone Turkey’s campaign system (so the dashboard can pull information directly from the database).



Executive Dashboard



Overall Campaign



Graph Analysis

About Vodafone Turkey

Telsim (in operations since 1994) became part of the Vodafone Group on May 24, 2006 as Vodafone Telekomünikasyon A.S.

Vodafone Turkey is currently the second largest mobile phone operator in the country.

For more information about Vodafone Turkey, visit www.vodafone.com.tr.