

INDUSTRY

Mobile Payments

NEED

When a new product was launched or an existing product was updated, our client's Market Research and Business Teams had to wait for more than a week to measure and evaluate its impact and take any corrective actions.

SOLUTION

The Akraya team leveraged its expertise in business analytics and delivered an automated system, integrating survey data with existing vendor systems. They built a customizable tool for the client's business users that enabled them to capture and report specific survey parameters. The Akraya team, consisting of ETL Consultants, Data Analysts, Report Developers and Database Administrators, managed and delivered the entire project. They utilized Informatica, Teradata, OBIEE and the client's proprietary analytics framework.

RESULT

The client's business teams are now able to measure and evaluate the impact of new or updated products on their target audience, merchants, and consumers with real-time data. The new solution implemented by Akraya helps our client rapidly respond to feedback and has ensured extremely high levels of client satisfaction.