ONETOUCH DIRECT ACHIEVES SUCCESSFUL LARGE-SCALE CLOUD MIGRATION AND COMPREHENSIVE DASHBOARDS AND REPORTING WITH TRUBI

DATAMATICS

TruBI

ABOUT CLIENT:
OneTouch Direct is a BPO that focuses on call center solutions for multiple Fortune 100 clients in the USA. With its headquarters in Florida, United States of America, the company employs over 2000 employees across North & South America.

INDUSTRY:
BPO

REGION:
United States of America

EMPLOYEES:
1000+ EMPLOYEES

BUSINESS NEED:
OneTouch Direct wanted to overhaul its entire reporting system for better data analysis and visualization to improve decision-making. They desired an IT infrastructure solution supported by cloud technology, which complied with data privacy laws and security regulations.

BUSINESS
CHALLENGES

01 The team at OneTouch Direct struggled to meet various client requests using a basic spreadsheet-based reporting system. This affected client satisfaction and the ability of the team to analyze data effectively.

02 Creating detailed reports about Agents, Supervisors, and Campaign Owners took a lot of time and effort. OneTouch Direct needed faster, more accurate, and visually clear data.

03 Although the client had data on agent productivity, it wasn't easy to analyze the data. Frequent personnel changes, with over 100 changes daily, led to data inconsistencies. This made daily campaign reports confusing and delayed decision-making.

04 OneTouch Direct encountered frequent data outages caused by its aging hardware infrastructure. These outages disrupted critical data access and processing, impacting the client's business operations. OneTouch Direct's legacy Data Warehouse (DWH) system lacked the flexibility to adapt to changing business needs. This inflexibility hindered the client's ability to generate timely and relevant reports.

05 OneTouch Direct experienced a complete loss of its Data Warehouse and faced an urgent need for recovery, which included migrating to AWS, rewriting reports, and ensuring quality assurance within a tight timeframe.
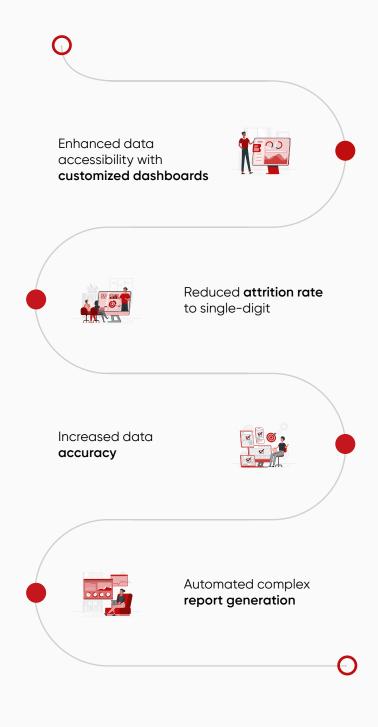
06 The client aimed to achieve cost savings by transitioning its data and applications to the AWS Cloud. The OneTouch Direct team sought a scalable and dependable solution that adhered to data privacy regulations. Additionally, they needed robust AWS infrastructure monitoring capabilities to ensure efficient operations.

DATAMATICS **SOLUTION**

- With the implementation of Datamatics TruBI, OneTouch Direct started utilizing a range of powerful dashboards, including the Attrition Analysis dashboard and the At-A-Glance executive dashboard. OneTouch Direct integrated TruBI dashboards seamlessly into their in-house applications, allowing users to select and view embedded dashboards within familiar environments. The tool was designed to draw attention to critical areas requiring further analysis and streamlining decision-making.

- Before Datamatics, the client used manual Excel spreadsheets and unconventional methods to meet client-specific requirements. Datamatics TruBI allowed them to consolidate and structure data effectively, providing standard and customized data solutions. Each client team now benefits from tailored suites of dashboards.

- Datamatics TruBI significantly improved efficiency by streamlining data analysis processes and eliminating manual spreadsheet-based workarounds. This also resulted in a reduced attrition rate for OneTouch Direct.

- As OneTouch Direct had encountered a crash down of its data center, Datamatics assessed the IT systems. They formulated a detailed plan for the migration to the cloud, covering applications, databases, security, and AWS resources.

- With the help of Datamatics, OneTouch Direct transitioned to the AWS Cloud with a focus on Infrastructure as a Service (IAAS) and Software as a Service (SAAS) solutions, including integrating robust security controls and transparent data encryption. The entire transformation, which spanned four months, encompassed secure authentication, server scaling, SQL Server upgrades, and the utilization of AWS services for efficient cloud management.

- From manual processes to automated insights and from on-premises limitations to the boundless capabilities of the cloud, OneTouch Direct redefined its data landscape.

BUSINESS **IMPACTS**

Enhanced data accessibility with **customized dashboards**

Reduced **attrition rate** to single-digit

Increased data **accuracy**

Automated complex **report generation**

Before Datamatics, we didnt understand visualizations, trend analysis & how you could look at data in a different way than just columns of data. The Datamatics journey has enabled us to really transform ourselves to get deep in digital transformation.

JOE MOLOUGHNEY

– CIO, ONETOUCH DIRECT

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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