



SaskTel & ActuateOne for Performance Analytics

"ActuateOne for Performance Analytics provides Directors and Management instant visibility into how their teams are performing. This insight allows for positive dialogue and discussion around best practices for what's working and productivity improvements for what's not."

— *Laverne Williams, SaskTel*

The Challenge

Saskatchewan Telecommunications Holding Corporation (SaskTel) provides communications services in the province of Saskatchewan, Canada. Before implementing ActuateOne for Performance Analytics, SaskTel's customer-facing departments were generating a 40- page PowerPoint presentation to report a wide variety of Sales and Operations metrics to the Executive management team. This presentation took one resource approximately two weeks to produce each month. Users consuming the information were unhappy with how it was being displayed and felt that the statistics did not provide them with the right data to make critical decisions. They began to look for a solution that would help to significantly reduce the time and manual effort involved in generating this information while providing Managers with the ability to access reports on

their own. The team was also mindful to invest in an application that offered an economical solution as their initiative grew to include other areas of the business.

The Solution

SaskTel's customer-facing departments were in need of a solution that would save on the manual effort involved in reporting metrics but they also wanted a solution geared towards the business user in terms of its ease of use, flexibility and dynamic reporting capabilities. They needed a solution that could continue to grow with them as their business needs grew. Through their research they found that ActuateOne for Performance Analytics met and exceeded all their needs. In 2006, they purchased ActuateOne for Performance Analytics and have since been through 5 major implementations to meet the growing needs of the organization.

- > **COMPANY PROFILE**
Saskatchewan
Telecommunications Holding Corporation (SaskTel)
- > **INDUSTRY**
Telecommunications
- > **CHALLENGES**
 - Significant manual effort involved in reporting metrics
 - Managers did not have the ability to access their own reports
 - Required an economical growth strategy for metrics reporting within the customer-facing departments of SaskTel
- > **SOLUTION**
ActuateOne for Performance Analytics to consolidate data from disparate sources and significantly reduce manual effort
- > **BENEFITS**
 - Single source for all reporting
 - Reduce the time to collect & report information by more than 50%
 - Focus and attention to the metrics that are most important

2007: Sales, Technology & Operations

The initial implementation of ActuateOne for Performance Analytics began with operating expenses and capital budgets for the Vice Presidents and General Managers of Sales, Technology and Operations. The initial implementation took 2 months and included approximately 100 measures across 33 business units (locations). These initial efforts eliminated the duplication of the manual reports being prepared for management and provided increased visibility into problem areas. With information being pushed to 2,600 employees, these departments also gained a methodical approach to analysis and problem solving.

2008: Business Sales Department

Approximately one year later, the Business Sales Department added additional measures and department-specific locations, leveraging the application to assist in easily identifying unsuccessful and problem areas within their group. These new locations created the option of reporting metrics by organization structure or by market segment, which was something they could never accomplish before. These efforts resulted in additional analysis capabilities, data consistency and time-saving efficiencies in the data collection process.

2009: Customer Service Operations

After a thorough productivity audit, the roll out continued in 2009 by incorporating performance and productivity metrics for the Customer Service Operations. The group moved from monthly reporting (with a 1-2 week lag time) to reporting on a daily and weekly basis. For this implementation, an

additional 120 measures were added across 78 locations and automated data imports were created, yet again adding efficiencies to their data collection process. The Vice President and Directors also began using Performance Maps within the application to run their meetings more efficiently, focusing on metrics which required immediate attention.

2011: Business Sales Department & Customer Loyalty Group

In 2011, a new position was created to support the reporting of Business Sales metrics. Having found the BIRT reporting capabilities to be the most flexible, specifically for detailed reporting, the metrics team created new BIRT reports for end users. From these reports, the end users discovered that for the first time, they were easily able to identify problem areas for specific metrics and could react quickly to improve their outcomes.

At the same time, while looking for a way to centralize metric reporting and reduce manual errors, the Customer Loyalty Group also deployed in 2011. With another 140 measures added to the database, this group created consistent reporting to the Executive level and used the application as the central source for all data.

Benefits

Through the various implementations of ActuateOne for Performance Analytics, Sasktel's customer-facing departments have experienced significant return on their investment. The teams went from manually manipulating data to providing detailed, interactive reports to their end users. The application also provided one central source for all metric reporting and a more accurate data collection process. Through data automation, the teams were

also able to reduce the time to collect and report information by more than 50%. As a Manager of SaskTel noted, "ActuateOne for Performance Analytics is easy to use, deploy and maintain while providing quick time to value for our department. The fact that everyone is looking at the same information in a consistent and dynamic format has been truly invaluable for SaskTel."

The roll out of ActuateOne for Performance Analytics was complemented by instilling a culture of continuous improvement where groups are constantly evaluating the steps that support their data collection and reporting processes. Through this combination of technology and process efficiencies, the application gained significant traction as users demanded a better way to manage their part of the organization. Immediate access to the most critical measures meant that Executives were able to make proactive decisions for the organization in record time. The scalability and ease of use make ActuateOne for Performance Analytics the tool of choice for Sasktel's customer-facing departments as the organization continues to grow and expand their performance improvement efforts.

including wireless accesses, wireline network accesses, internet accesses and Max Service (TV) subscribers. A wide range of communications products and services are offered including voice, data, internet, entertainment, cellular and wireless data. SaskTel and its wholly-owned subsidiaries have a workforce of 4,328 FTE's and \$1.112 billion in annual revenue.

About ActuateOne for Performance Analytics

ActuateOne for Performance Analytics delivers award-winning user driven discovery, analysis, and performance improvement at all levels in an organization. Available in the cloud, ActuateOne for Performance Analytics fixes the problems associated with systems that typically produce disconnected silos of information by delivering multiple options through a single, unified user experience characterized by ease of use, unmatched scalability, reliability and time to value. ActuateOne for Performance Analytics drag-and-drop functionality allows any user to build and leverage interactive engine-powered scorecards, dashboards and analytic content from discovery to decision while enhancing collaboration, visibility and accountability.

About SaskTel

Saskatchewan Telecommunications Holding Corporation (SaskTel) is a Saskatchewan Crown corporation providing communications services in the Province of Saskatchewan, Canada. SaskTel has over 1.4 million customer connections



Actuate Corporation
951 Mariners Island Blvd.
San Mateo, CA 94404
Tel: (888) 422-8828

www.actuate.com

Actuate Performance Analytics Group
150 John St. Suite 600
Toronto, Ontario, M5V3E3, Canada
Tel NA: (800) 449-3804
Tel INT: +44 (0) 207 246 4700
Email: performanceanalytics@actuate.com
www.BIRTPerformanceAnalytics.com