



Customer order lifecycle analytics

Telecommunication company

Analyzed the customer order lifecycle to identify bottlenecks in the construction process resulting in delay of order completion. Additionally, enabled the construction team in prioritization of construction orders through a priority matrix based on the business impact.

Telecommunication company needs analysis of customer order lifecycle

Picture this...

You're looking for analysis of the customer order lifecycle to identify the key drivers causing delay in order execution and developed a priority matrix to maximize the value captured through construction tasks.

You turn to Accordion.

We partner with your team to analyze the customer order lifecycle to identify bottlenecks in the construction process resulting in delay of order completion. Additionally, enabled the construction team in prioritization of construction orders through a priority matrix based on the business impact, including:

- 1) Analyzing the end-to-end lifecycle of all customer orders and benchmarked the orders against the standard terms in the service level agreements to identify the delays in various stages and jobs (Pre-build, Survey, Engineering, Construction, etc.).
- 2) Further segmenting orders by various attributes such as product group (Broadband, Fiber, etc.), and region (Kentucky, Georgia, Northwest, etc.) to identify the product groups/regions with delays, enabling the team to narrow down the focus area for improving the turnaround time.
- 3) Designing and developing a prioritization matrix by leveraging critical business KPIs (payback months, MRR, order age) to effectively plan the construction order prioritization and maximize the value captured through construction tasks.
- 4) Developing a Tableau-based dashboard for the leadership to monitor the pending construction orders and track process improvements on a real-time basis.

Your value is enhanced.

You have unlocked revenue potential of ~\$2M in ARR by identifying high impact customer orders with process delays you have also optimized labor utilization resulting in ~18% increase in construction order completion, resulting in FTE and contractor savings of ~\$10M per annum .

KEY RESULT

- ~\$2M of revenue potential
- ~18% increase in construction
- ~\$10M savings per annum

VALUE LEVERS PULLED

- Tracking construction orders across different stages and different group such as internal vs external.
- Analyzing effectiveness for external contractors and labor productivity

Construction analytics

Situation

- Client had limited visibility into the status of construction orders and its impact in driving delay in customer order closure, leading to high turnaround time for order completion and increase in order cancellations
- Additionally, the client lacked prioritization strategy to tackle the building construction orders pipeline
- Partnered with client to analyze the customer order lifecycle to identify the key drivers causing delay in order execution and developed a priority matrix to maximize the value captured through construction tasks

Accordion Value Add

- Analyzed the end-to-end lifecycle of all customer orders and benchmarked the orders against the standard terms in the service level agreements to identify the delays in various stages and jobs (Pre-build, Survey, Engineering, Construction, etc.)
- Further segmented orders by various attributes such as product group (Broadband, Fiber, etc.), and Region (Kentucky, Georgia, Northwest, etc.) to identify the product groups/regions with delays, enabling the team to narrow down the focus area for improving the turnaround time
- Designed and developed a prioritization matrix by leveraging critical business KPIs (payback months, MRR, order age) to effectively plan the construction order prioritization and maximize the value captured through construction tasks
- Developed a Tableau-based dashboard for the leadership to monitor the pending construction orders and track process improvements on a real-time basis

Impact

- Unlocked revenue potential of ~\$2M in ARR by identifying high impact customer orders with process delays
- Optimized labor utilization resulting in ~18% increase in construction order completion, resulting in FTE and contractor savings of ~\$10M per annum

Methodology/ Approach



Analyzed customer order journey to track current state

- Analyzed the orders at various construction stages & individual jobs involved in order life cycle to provide visibility into the state of pending, completed and cancelled orders
- Deep dove into monthly trends at a granular level (region, product etc.) to identify the trajectory of pending orders over time



Segmented customer orders to identify factors driving delays

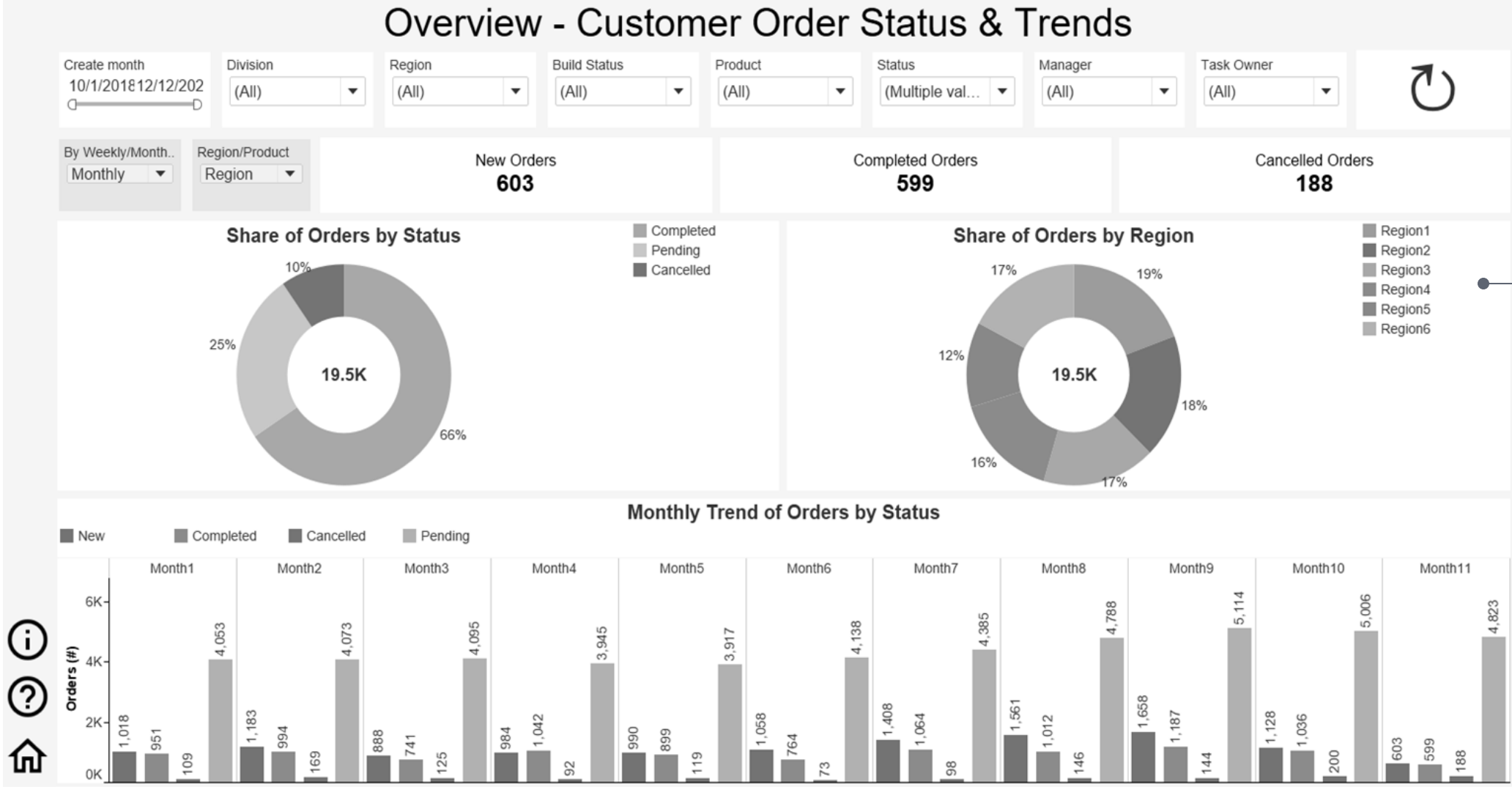
- Analyzed the key reasons of delayed orders by various business divisions i.e., sales, construction, operations etc. and identified the stages that drove order delay
- Segmented the delayed orders by additional attributes such as construction job, product group, build status, region, etc., to identify the key attributes of the delayed orders



Prioritized construction orders and enabled real-time monitoring

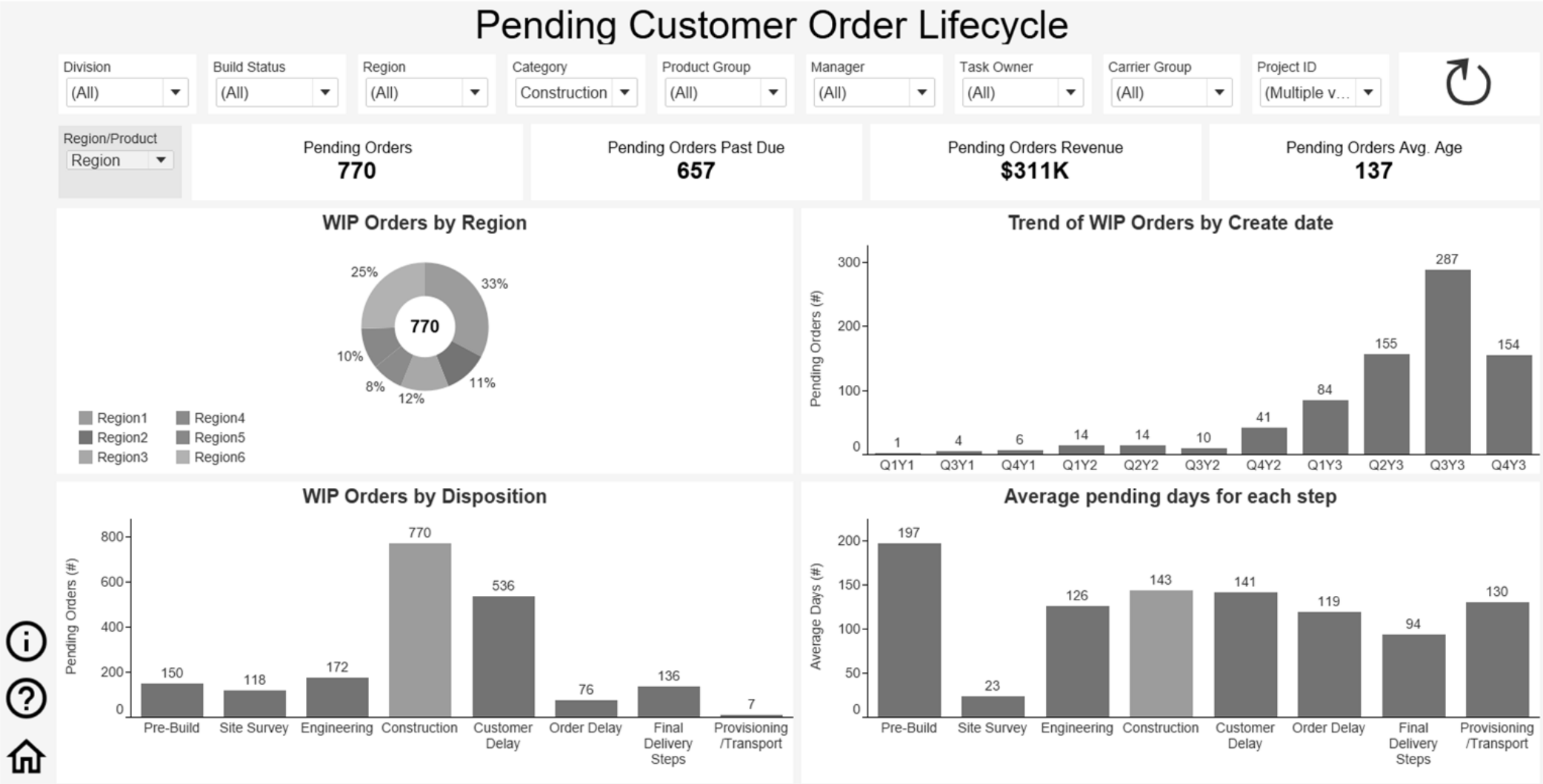
- Defined order prioritization matrix for the business construction team using critical business metrics (payback months, MRR, order age) to focus on the high priority orders
- Developed a Tableau-based dashboard suite to monitor pending orders on a real time basis

Order status overview and trends



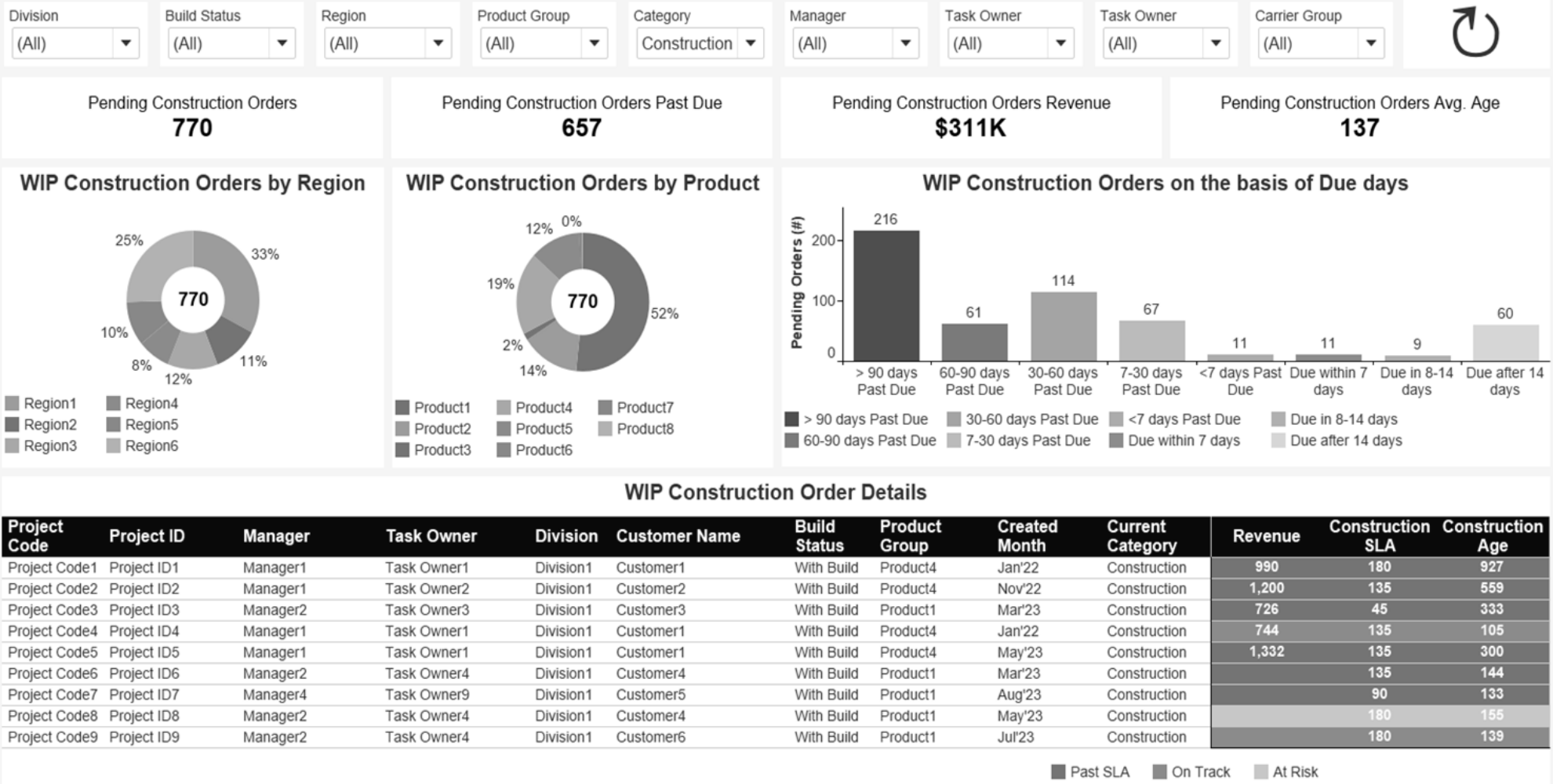
Provides visibility into overall customer orders traffic by region, enabling the team to plan FTE and Contractors based on the trends

Pending order trends with driving factors



Order health and prioritization

Construction Order Status & Priority Matrix



Compares the construction order health by benchmarking its status with the SLAs

Prioritizes construction orders based on risk and business impact

