

Scherp is a media giant delivering services across Internet, Telephone and Television in Europe. They are current market leaders, with 2 out of every 5 Europeans as its customer in some form.

With a growing subscriber base, Scherp has noticed an increase in calls to Customer Representatives (Reps) queue, leading to a pile-up of pending tickets and a drop in customer experience (due to longer wait times and resolution times). With a long-term vision, Scherp decided to open a self-service portal instead of hiring more Reps, as this would have a two-fold direct impact – reduced cost due to fewer Reps, and improved customer experience due to a lower wait time. Also, this can be used for customized marketing, based on the platform a customer is likely to use. This self-service portal would be made available across 4 platforms – Desktop browser, Mobile browser, Mobile App & Set-top box, so as to reach customers on whatever platform they use/prefer.

Given this scenario, Harris (CEO, Scherp) has hired EXL Service to determine target platform for every customer who isn't currently using the self-service portal.

Please help Scherp to address the following questions:

Round I:

Using data on users who are already using self-service portal (Control sample), EXL needs to predict the likely platform for every prospective user (Test sample) to target. Final output has to be recommended platform at a customer level.

Also, please provide an overview of your solution. (including calculations, if any).

***Please refer the output template (TeamName_Rollno1_RollNo2_CollegeName.xlsx) for submission.

Round II:

Harris wants EXL to provide a comprehensive strategy including but not limited to, marketing strategy for the target population. Feel free to make any assumptions or use online resources. Please list all assumptions and sources clearly in your final solution. The output has to be a maximum of 6 slides. All calculations (if any), have to be in Appendix slides.

Instructions for Round 2 submission :

*List out assumptions, if any, clearly.

*Output Slides to be created in Microsoft Power Point. Convert presentation to pdf format.

*PPT Format:

- (Mandatory) 1 executive summary slide, must include the followings:
 - Recommendations, strategy, \$ impact,
 - Hypotheses tested, key drivers, and
 - Analytical approach, supporting data based insights.
- Max 5 slides supporting the executive summary

*In case you are using additional data, please include relevant sources.

*Include illustrations/plots you think that will cement your strategy. Feel free to use visualization tools and techniques.