Belong Undergoes a Digital Transformation Journey

Executive Summary

Belong is a Melbourne-based, digital-first telecommunications company providing broadband and mobile services across Australia. As a Telstra-owned brand, Belong has a unique opportunity to drive different business models and experiment with innovative telco services. Defined around cloud platforms and agile ways of working, Belong is focused on creating a seamless customer experience.

As part of its digital innovation journey, Belong has partnered with Accenture to provide a seamless implementation of Splunk® solutions across the organization, bringing together many technologies to work as one entity. Belong implemented Splunk solutions to improve workflows and achieve benefits, including the ability to:

• Gain real-time visibility across the organization

• Identify and rectify issues in half the time

• Reduce customer-facing errors by 75%

• Implement a proactive, rather than reactive, response to solving business issues

Why Splunk

Belong's continued success meant that the company soon outgrew its legacy system. Prior to the Splunk platform deployment, Belong lacked the full breadth of visibility needed from its data and business intelligence. The organization relied on a system that had inadequate search functionalities, provided limited insight and was rarely used by staff. The lack of real-time analytics created challenges with security and compliance in Belong's product environment and without the ability to respond quickly and efficiently to customer issues, Belong felt the need to do better to deliver its desired customer experience.

Belong leveraged Splunk's real-time visibility and wide breadth of coverage to improve customer satisfaction, business outcomes and IT operations. Using reports, dashboards and alerts, the team identified issues faster and saw where problems existed within their systems, allowing them to develop business cases that focus on addressing the right issues.

BELONG

Industry

• Telecommunications

Splunk Use Cases

• IT Operations monitoring

• Dashboards and reports

Challenges

• Needed to improve customer retention

• Lacked visibility into real-time data and insights across the organization

• Needed a more robust, proactive approach to security

Business Impact

• Achieved cost and time savings by cutting time to troubleshoot problems by 50%

• Improved customer experience

• Enabled the development of informed businesses cases

Data Sources

• APIs

• Application logs

• Network

• AWS

• APM tools

Splunk Products

• Splunk Enterprise

A seamless customer experience

As a challenger brand, Belong was created by parent company Telstra to capture the price-sensitive market through simpler and more affordable propositions. To deliver on this mission and drive growth, Belong demonstrates a deep commitment to experimentation and learning. As Belong continues to grow, delivering a seamless experience when customers are interacting with the service is crucial to ensure productivity and optimize revenue.

To fulfil these needs, Belong's 170 digital and technology team members must have access to the right tools. By empowering staff with Splunk's flexible, reliable platform, Belong has accelerated and simplified product development while enabling the team to detect, monitor and resolve issues much faster. Splunk's ability to clearly illustrate data through dashboards and visualizations has allowed the team to act on complex log data and develop a traffic light performance analytics tool that's streamlined customer interactions, leading to a better experience for both customers and employees.

The shift from a reactive to proactive stance means faster issue resolution and increased visibility into security threats. Using Splunk, Belong has gleaned insights that have yielded improvements across the business, including reducing customer-facing errors by a staggering 75%.

"Splunk Enterprise has been an enabler of our transformation," says Natalie Field, Belong's chief digital officer. "We've been able to empower our product development teams with access to our organization's data through real-time visualizations,

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— Natalie Field, Chief Digital Officer, Belong

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The future of Belong

The Splunk platform and Accenture's innovative business transformation processes have enabled Belong to get smarter about its approach to business goals, with an enhanced focus on resources, product development, growth and customer experience. Splunk's dashboards and reports have given the team better insight into their products, services and customers.

Moving forward, Belong will continue to expand its use of Splunk beyond IT operations monitoring, ultimately using data and insights to drive more questions, decisions and actions across the business.

Download Splunk for free or get started with the free cloud trial. Whether cloud, on-premises, or for large or small teams, Splunk has a deployment model that will fit your needs.

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