Splunk® at Hutchison Global Communications Limited (HGC)

Real-time insights into website performance

HGC

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Hutchison Global Communications

OVERVIEW

INDUSTRY
• Telecommunications

SPLUNK USE CASES
• Operational intelligence
• Digital intelligence
• Marketing
• Capacity planning

BUSINESS IMPACT
• Real-time insights into website performance
• Reduced time for data extraction, analysis and reporting
• Increased user engagement and improved customer retention
• Customer segmentation on-the-fly
• Optimized content delivery
• Visibility across complicated infrastructure

DATA SOURCES
• Clickstream data
• Data from CRM/ERP systems
• Sales performance data across the organization

WHY SPLUNK
• Agile Reporting, Analytics & Visualization
• Fast Time to Value
• Open, Extensible Platform
• Powerful Search / Reporting Language

The Business

Hutchison Global Communications Limited (HGC), a full-fledged international telecommunications operator, is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited. Since its establishment in 1995, HGC has been fully committed to building its own state-of-the-art network infrastructure. It owns a robust and resilient international network with a widespread footprint in Asia and span into the Americas, Africa, the Middle East and Europe. Leveraging its ubiquitous network and extensive portfolio of services, HGC has established a leading position in the local and international fixed network industry, delivering sophisticated fixed-line telecom solutions to corporate and carrier customers in Hong Kong and overseas.

Challenges

Like many organizations, HGC has spent a tremendous amount of money and resources on acquiring customers and retaining customers through marketing campaigns. HGC's daunting task of correlating high volume and disparate data sources was causing the company's web analysts to spend more time in data collection, transformation and extraction and less time in strategic analysis for the business. The company was looking for new ways to view its hosted sites in total and individually to observe patterns and business opportunities, as well as to gain the ability to capture granular details around specific audience segments. HGC wanted to share insights from these segments with its clientele—to provide real-time digital intelligence and better visibility into website performance, as well as gain a deeper understanding of customers' online behaviors.

Enter Splunk

Before Splunk, HGC had been using an inflexible out-of-the-box digital analytics solution. Data was manually gathered from databases, spreadsheets and CRM/ERP. Consolidation was time-consuming and tedious—under normal circumstances, a month's time was required to generate reports for analysis. Upon deploying Splunk, HGC was able to gain immediate visibility and insights into its web properties, avoiding the need for a data warehouse. What used to take a month or more now takes minutes.

Splunk software has enabled HGC to analyze data in real time at the user and session level and create customer segments on-the-fly. Using Splunk, HGC now generates scheduled automated reports, as well as real-time ad hoc reports. The company has gained critical information on the devices and apps used by visitors who browse its websites. HGC is using this information to follow up on leads for direct marketing campaigns, plan promotions and optimize future investments.

Splunk provides metrics on website performance, marketing channel effectiveness, user behavior and customer experience on both www.hgc.com.hk and www.three.com.hk. These metrics help HGC's business groups optimize content delivery, drive incremental revenue, improve user engagement and acquire/retain customers. The company is also generating reports to monitor sales performance data across different retail outlets, shops, channels and individual salespeople within the organization.

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