



Datalytx

Big Data Engineers

Modern data architecture and data-driven.
Customer 360 fuels smarter engagement.

Datalytx expertise and a Modern Data Architecture for customer data are enabling Calor Gas to better understand customer profitability and segmentation, so targeting offers to the right individuals at the right time to improve retention and build revenues.



CALOR

Client

UK's top supplier of Liquid Petroleum Gas; part of SHV Energy group (turnover: €5 billion).

Challenge

Utilise masses of customer data to focus on customer needs and then target offers, campaigns and communications to increase retention, profitability and lifetime value.

Solution

Data-driven Customer 360 programme: Datalytx deployed a Microsoft Azure HD Insight cloud-based data lake with Talend Data Fabric and master data management (MDM).

Benefits

Engaging with different types of customer in more appropriate and targeted ways; opportunities to centralise all data within the MDA for more complex analytics and demand forecasting.

Challenge: focus on customer needs to increase retention, profitability and lifetime value

The UK's top supplier of Liquid Petroleum Gas and part of the global SHV Energy group (turnover: €5 billion), Calor Gas Ltd provides heating, catering agriculture and transport sectors. "With domestic customers, we have typically engaged with every customer in the same way without really taking into account their differing needs" says Simon Went, Head of IT. "With more than 100,000 domestic customers, it is a big task to change the way we engage with each customer to a more relevant

and personal way. To achieve this change we first had to understand our customers better, identify different segments and gain new insights."

To provide new levels of business insight, the Customer 360 programme was created to better understand customer lifetime value and likelihood of churn, so informing appropriate communications and interactions. This new approach, with a Modern Data Architecture deployed and supported by Datalytx, has a Microsoft based data lake that includes Talend technology to bind the entire architecture together and run it day-to-day. Datalytx had previously provided Calor Gas with Talend data integration, ETL and data warehouse to provide essential business intelligence and management reports.

"This is about understanding customers and making the right offers to encourage retention. We're aiming to be smarter and more relevant to different needs rather than taking a blanket approach. Learning how to use and maximise our data is a journey for Calor Gas - and Datalytx is a valued partner on that journey."

Simon Went, Head of IT

Why Datalytx?

Calor Gas' desire to differentiate directly led to the segmentation programme, to gain the ability to target customers appropriately. "For example, regulations mean our customer contracts cannot be more than two years in length," Went continues. "As customers approach the end of their contract, we write and ask them to resign. Knowing more about what is important to our customer means we have an opportunity to tailor offers which in turn will attract customers to remaining with Calor, i.e. making an offer appropriate to their specific needs or how they want to engage with us. Initially, we used a specialist consultancy to work with our data and create complex algorithms based on three key metrics - churn risk, customer value and segment. That was the 'data scientist' part: identifying which attributes were good and which were not so good. Then we needed to industrialise these algorithms and embed them with the relevant customer facing business systems, so the project came to IT, and Datalytx."

Data was already being taken from multiple sources through the Talend data warehouse, a previous Datalytx project. "We could re-use certain approaches and use the knowledge Datalytx had developed on our business and data," Went says. "The question was, how do we start our journey towards Customer 360? To mine our data, fishing out insight for different interested parties for both immediate use and more strategic purposes? We already had a Datalytx managed service for our data warehouse, and Customer 360 is a managed service too. Working with Datalytx means we can scale up and respond to changing business needs."

Solution: a data lake founded on Talend, HD Insight and Microsoft Azure technology

Datalytx advised on a cloud-based data lake using Microsoft Azure and Talend Big Data and master data management (MDM) technology. Datalytx then set up and deployed a Microsoft Azure HD Insight Data Lake, along with Talend Data Fabric and MDM on Azure also. 'Operationalising' the entire process, the new solution aggregates data from multiple systems. "We had used Azure a little, so were already familiar with it," Went says. "We obviously wanted the cost, scalability and flexibility benefits of a cloud platform. Rather than have multiple cloud providers, Azure made sense. With

"Learning how to use and maximize our data is a journey for Calor Gas - and Datalytx is a valued partner on that journey. Datalytx has the skills and confidence we need; it understands our business, and what we are trying to achieve."

Simon Went, Head of IT

Microsoft HD Insight, we again relied on Datalytx to take us through the option: this was our first time using Hadoop distribution to manage operations scaling and security. We were led by Datalytx, who gave us confidence about the right technologies and what they could deliver. And so far, so good: it's all in place, as a production system. The algorithms are used to calculate values on a weekly basis so we're building up a history, and growing our maturity in how we use the new insight. We're still learning what factors can move a customer from one segment to another. We're also now extending the same approach to commercial bulk customers and cylinder customers."

Benefits: immediate gains, future opportunities

"Before, we knew intuitively we had different types of customers. Now, we have a mechanism to actually engage with customers in more appropriate ways. And we can communicate in the ways they want us to communicate. A may only be interested in price. They want a 'no frills' service and call only when they want a delivery. Another customer could be more interested in value-added services like guaranteed timed deliveries, telemetry on a tank so they never run out, perhaps having an underground tank installed. This type of customer may be willing to sign up for the added value of a more all-round service. It's about being in a position to understand and respond to those different requirements" Calor Gas now has opportunities to centralise all data within its MDA, to support more complex analytics and demand forecasting, and to work towards enabling self-service insights and visualisation by users. "Learning how to use and maximise our data is a journey for Calor Gas- and Datalytx is a valued partner on that journey," Went adds. "Datalytx has the skills and confidence we need: it understands our business, and what we are trying to achieve."

About Datalytx

Datalytx is a leading provider of big data engineering, data analytics and cloud solutions, enabling faster, more effective and more profitable decision-making throughout your enterprise. Datalytx specialise in deployments of data driven solutions, and leading implementations into high performance data environments.

Together with industry leading partners – including Talend, Snowflake, Cloudera, Ephesoft, Tableau, Thoughtspot, AWS and Microsoft Azure – we deliver high quality solutions to diverse clients across multiple sectors. Our proven design patterns for data pipelines, cloud data warehouses and Hadoop data lakes are powering real-time and batch data processing engines across an array of sectors.

Our customers are now benefiting from the ability to ingest, curate, cleanse, integrate and enrich data from any data source or IOT device, at any scale and speed. Founded in 2008, privately owned, and with customers across EMEA and the US, Datalytx has become a specialist provider of choice for customers looking to successfully embark on, and realise the value from, modern real-time data architectures. Our Clients include AstraZeneca, JD Sports, BetVictor, Flybe, Calor Gas, iDirect and many more.



Big Data Engineers

1st Floor Holborn Gate, 330 High Holborn, London WC1V 7QT
Tel: +44(0) 845 371 6119 • www.datalytx.com