

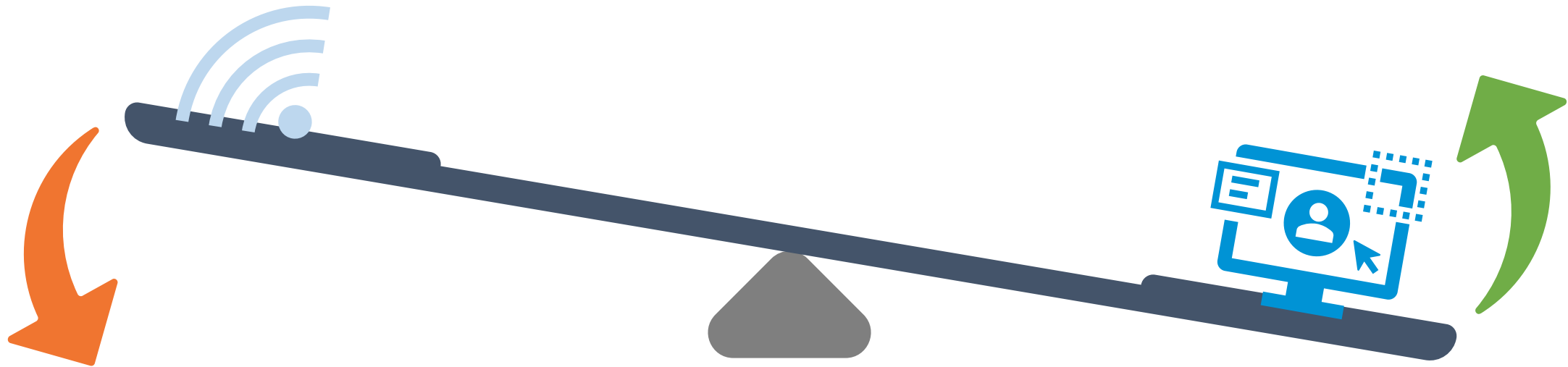


Creating Infinite  
Possibilities.

# Translating Customer & Employee Experience with Shaw's Data Journey

Greg Bone

Principal Architect  
Shaw Communications  
greg.bone@sjrb.ca



## Network

Began the journey with Cable TV leveraging the network. Layered on business services, broadband, satellite, telephony. Broadband has become the focus with speed being the key service.

The focus of broadband will need to be the in-home connectivity increasing the reliability of Wi-Fi.

## PIVOT

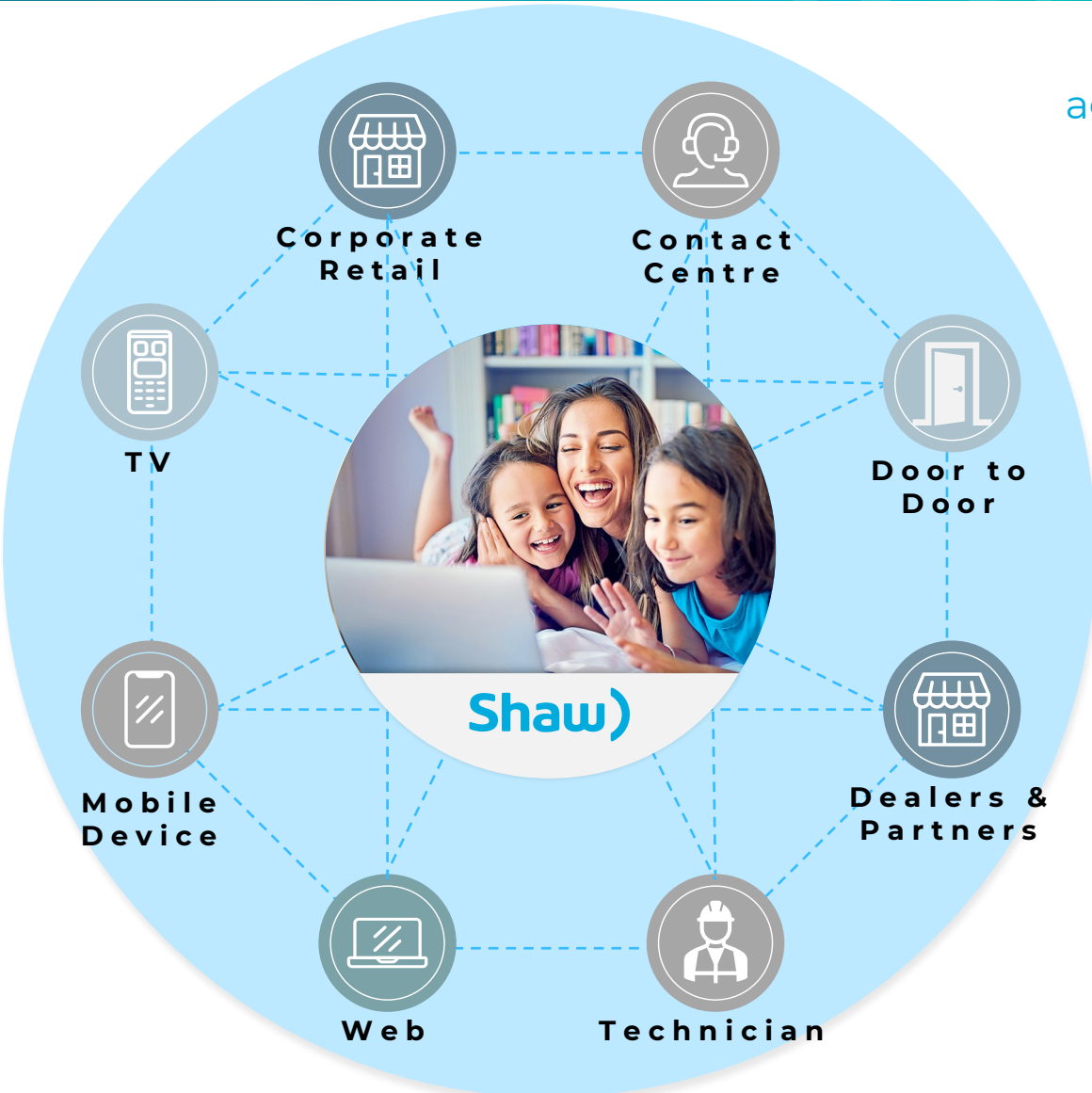
As we progress beyond 1Gbps on wireline we are likely approaching diminishing value for the short term. Features like latency and experiences will be key. This will be similar for wireless as we have seen with 5G. Speed is often not the key focus area.

## Experience 360

Focus going forward is **360 experience for our customers & employees.**

This includes:

- Customer experience in their channel of choice is the key. This includes onboarding experience, proactive problem resolution and the customer journey
- Unification of data and services so that our employees spend more time with customers rather than struggling with complex integration between multiple systems.



An experience **where customers don't have to start over again** with every interaction with Shaw, **where we know our customers and are delivering a personalized, relevant experience** to them **in the channel of their choice**.



**End-to-End Fulfillment**



**Targeted Offerings**



**Unified view of customer**



**Personalized Customer Service**



**Target: Start & Finish anywhere**

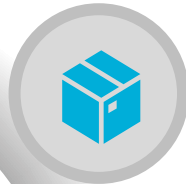
Unified Customer Information



Customer Interactions



Order Management



Case Management



Knowledge Management



Real-time Reporting



Digital Enablement



Our Agent Experience strategy is grounded in bringing together the right people, process, data, and technology



## Customer Experience

Build a holistic 360-view of the customer, surfacing relevant account, service, and sales data to **our agents so they have the confidence and context they need to provide great customer service.**



## Agent Experience

Advance and modernize our go-to-market strategy with the introduction of tools & back-end capabilities to **simplify the agent experience** and improve our ability to serve our customers.



## Data Activation

Operationalize data through being able to **action on customer insights in simple, yet meaningful ways** to drive better customer experiences.

As we look to provide more personalized, convenient & connected experiences to our customers,  
**these are the key drivers for a Unified Customer Platform:**

1

## DELIVER SHAW BRANDED WIRELESS SERVICES

By bundling Shaw Wireless & Wireline services, we expect to increase existing household value and create a positive experience for the customer via bundled service offerings.

+

2

## IMPROVING THE EXPERIENCE FOR OUR AGENTS & CUSTOMERS

Reduce “swivel chair” experience and provide our agents a 360-degree view of the customer & enable better customer experience.

+

3

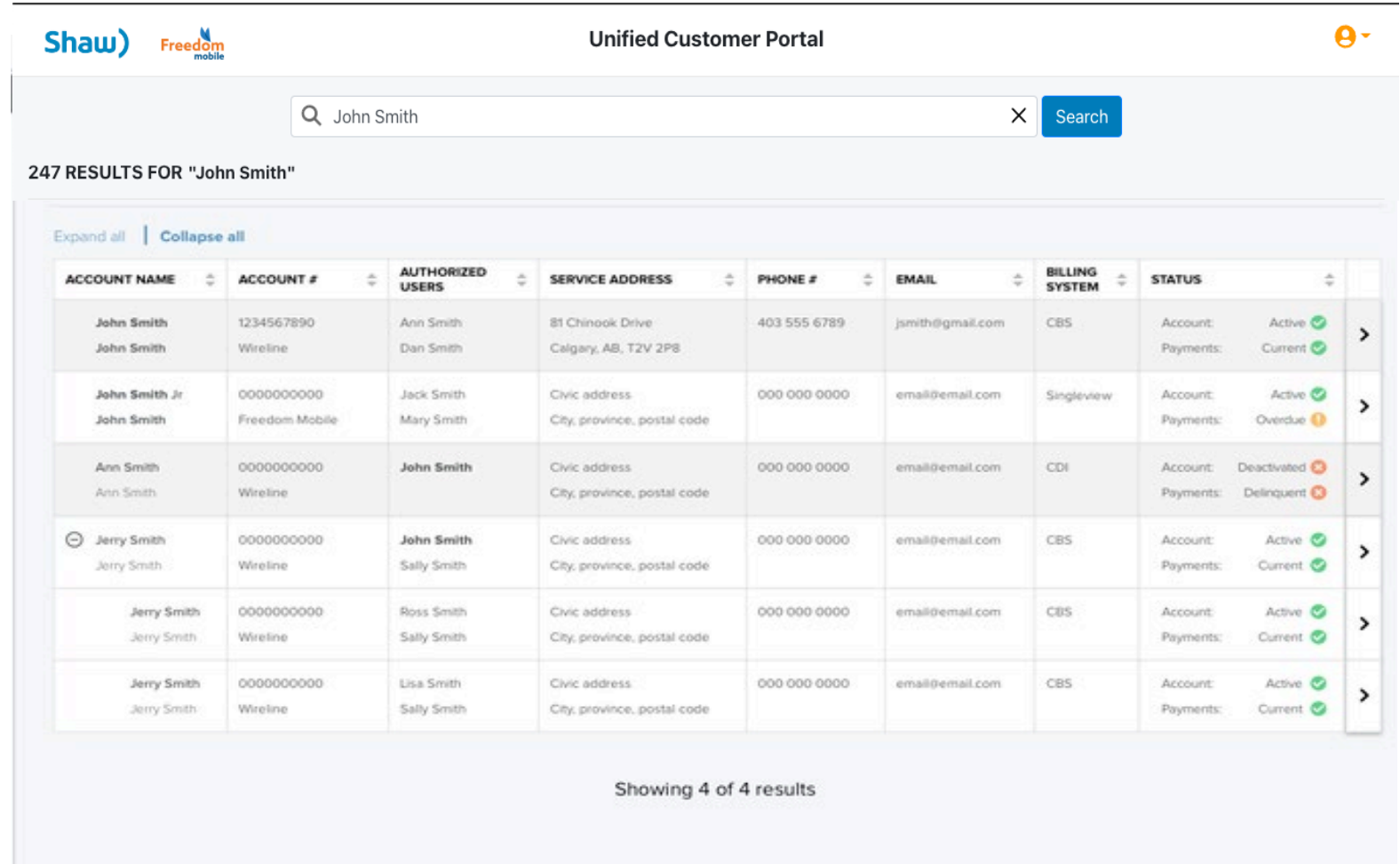
## MODERNIZE TECHNOLOGY STACK

Modernizing the technology stack for fetching & visualizing customer data will help Shaw reduce customer support call times, wait times, and general customer experience.

## Search Results

### Residential

- Ranking of search results based on relevance scores
- Scoring takes a more-matches-is-better approach
- Terms in search bar get applied across account name and number, authorized users, phone, and email.



The screenshot shows the 'Unified Customer Portal' interface. At the top left are the 'Shaw' and 'Freedom mobile' logos. The search bar contains 'John Smith' and a 'Search' button. Below the search bar, it says '247 RESULTS FOR "John Smith"'. There are 'Expand all' and 'Collapse all' links. A table displays search results with columns: ACCOUNT NAME, ACCOUNT #, AUTHORIZED USERS, SERVICE ADDRESS, PHONE #, EMAIL, BILLING SYSTEM, and STATUS. The table shows 4 results, with the first one expanded to show account details like 'Account: Active' and 'Payments: Current'. The bottom of the table indicates 'Showing 4 of 4 results'.

ACCOUNT NAME	ACCOUNT #	AUTHORIZED USERS	SERVICE ADDRESS	PHONE #	EMAIL	BILLING SYSTEM	STATUS
John Smith John Smith	1234567890 Wireline	Ann Smith Dan Smith	81 Chinook Drive Calgary, AB, T2V 2P8	403 555 6789	jsmith@gmail.com	CBS	Account: Active Payments: Current
John Smith Jr John Smith	0000000000 Freedom Mobile	Jack Smith Mary Smith	Civic address City, province, postal code	000 000 0000	email@email.com	Singleview	Account: Active Payments: Overdue
Ann Smith Ann Smith	0000000000 Wireline	John Smith	Civic address City, province, postal code	000 000 0000	email@email.com	CDI	Account: Deactivated Payments: Delinquent
Jerry Smith Jerry Smith	0000000000 Wireline	John Smith Sally Smith	Civic address City, province, postal code	000 000 0000	email@email.com	CBS	Account: Active Payments: Current
Jerry Smith Jerry Smith	0000000000 Wireline	Ross Smith Sally Smith	Civic address City, province, postal code	000 000 0000	email@email.com	CBS	Account: Active Payments: Current
Jerry Smith Jerry Smith	0000000000 Wireline	Lisa Smith Sally Smith	Civic address City, province, postal code	000 000 0000	email@email.com	CBS	Account: Active Payments: Current

## Customer Details Residential

- Top tabs represent a call-to-action for promoting Shaw Mobile services.
- Below the tabs is a summary section that provides account and payment status.
- Service detail displays service start dates, MRR, and value plan enrollment.

< Go back to search results

JOHN SMITH

**WIRELINE** **\$229 MRR**

1 account since December 2015 **Telus Fibre Available**

**SHAW MOBILE** **\$115 MRC**

1 account | 2 service lines since July 2017

**FREEDOM MOBILE**

0 account

ACCOUNT NAME	ACCOUNT #	AUTHORIZED USERS	MRR/MRC	BILLING SYSTEM	STATUS
John Smith John Smith	1234567890	Ann Smith	\$115 MRC	CDI	Account: Active <span>✓</span> Payments: Current <span>✓</span>

**CONTACT INFO**

Billing Address  
1234 Main St  
Calgary, AB, T2V 2P8

Service Address  
81 Chinook Drive  
Calgary, AB, T2V 2P8

Phone Number  
212-555-1234

E-mail  
jsmith@gmail.com

**SERVICES**

Product: Personal TV

MRR: \$70

Start Date: 2015-12-01

Video Value Plan: Yes

Value Plan Expiry: 2021-03-31

Product: Broadband 300

MRR: \$120

Start Date: 2017-07-26

Internet Value Plan: Yes

Value Plan Expiry: 2021-03-31

Modem: BlueCurve Gateway

Product: Home Phone

MRR: \$39

Start Date: 2019-02-27

## Customer Details

### Shaw Mobile Alternate Tab Displays





## Customer Details

### Wireline Views

Big difference on wireline views is the ability to page through multiple service lines

The screenshot displays a customer profile for John Smith. At the top, there are three service cards: Wireline (Telus Fibre Available, \$229 MRR, 1 account since Dec 2015), Shaw Mobile (\$115 MRC, 1 account | 2 service lines since July 2017), and Freedom Mobile (0 accounts). Below these is a table of accounts and a detailed view of a service line.

ACCOUNT NAME	ACCOUNT #	AUTHORIZED USERS	MRR/MRC	STATUS
John Smith John Smith	1234567891	Ann Smith	\$115 MRC	Account: Active <input checked="" type="checkbox"/> Payments: Current <input checked="" type="checkbox"/>

CONTACT INFO	SERVICE LINES (2)	MyTab DETAILS
Billing Address 1234 Main St Calgary, AB, T2V 2P8  Phone Number 212-555-1234  E-mail jsmith@gmail.com	Service Line 1 403-555-1234  Product Big Gig Unlimited + Talk 30GB  MRC \$65  Pay Off Promise Yes  Time to Expiry 2021-03-31	Pay Off Promise Yes  Pay Off Promise Date 2021-03-31  Months until commitment End Date 20

## Customer Details

### Business Views

- Shape of data for business customers could be much different from residential.
- Example of one business customer with 241 services.
- See more brings you to a detail screen to view all services.

**SHAW WIRELINE**

\$37156.90 MRR

4 Accounts  
since July 2019

**SHAW MOBILE**

IN-NETWORK  
Not Bundle Eligible

0 Accounts

**FREEDOM MOBILE**

0 Accounts

ACCOUNT NAME	ACCOUNT #	AUTHORIZED USERS	MRR	BILLING SYSTEM	STATUS
██████████	██████████	AUTOPAY ***	\$36949.1	HIGHDEAL	Account: ACTIVE <span style="color: green;">✔</span> Payments: UNKNOWN <span style="color: orange;">!</span>

**CONTACT INFO**

**Billing Address**  
██████████

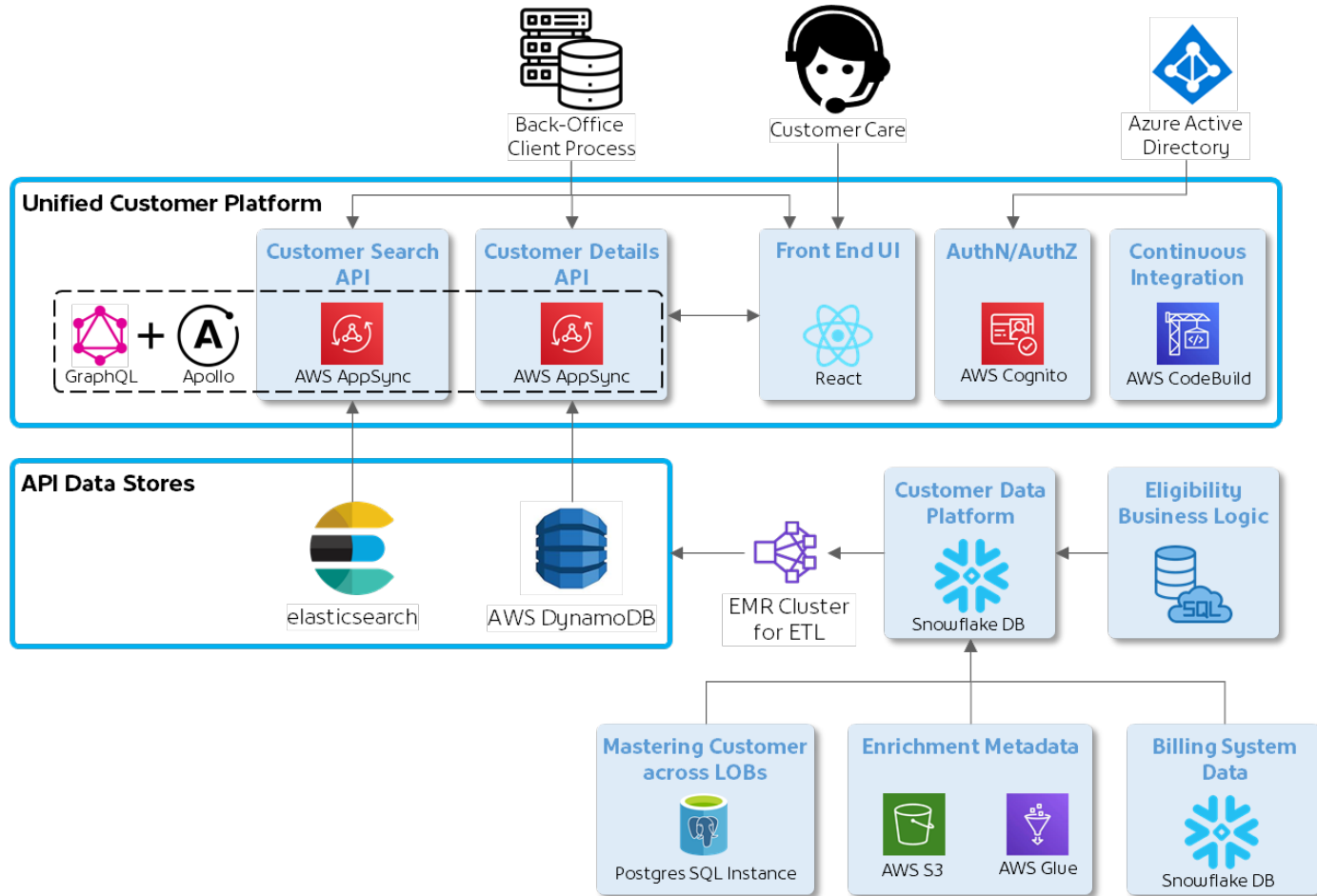
**Phone Number**  
██████████

**E-Mail**  
██████████

**TOTAL SERVICES 241 ACROSS 121 SUBSCRIPTIONS** [SEE MORE](#)

Product	MRR	Total Price (1 @ \$275.95)	Start Date	Contract Start Date	Contract End Date	Service Type	Service Category
Business Internet 300;Cable Modem	\$275.95	\$275.95	2021-01-01	2020-11-01	2020-11-01	CABLE GATEWAY	INTERNET

## High Level Solution Overview



## Key Highlights

### Customer Search

- A single customer search endpoint that will search across the entire customer base.
- Distributed search & analysis engine.

### Customer Details

- Summary of customer accounts by LOBs
- Quick insights – MRR, Offer Eligibility, Cross-sell opportunities

### Customer Data APIs

- Data APIs that provide the results that the client needs (filter noise)

### Customer Data Platform

- Modern & auto-scalable (compute & storage) data warehouse
- Leverage existing skillsets within the organization

### Customer Account Linking

- Unified customer information from multiple billing systems



## Basecamp Like Delivery

Structure work and teams into cycles that last six weeks. Right-size the sprint cycles.



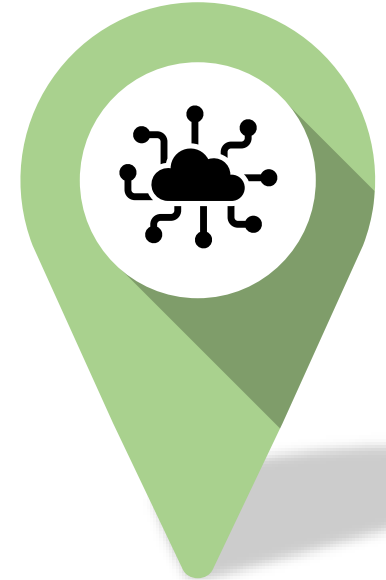
## Right Sizing Teams

Team sizes are kept small. A team is two or three people **who are** dedicated to a portion of the product.



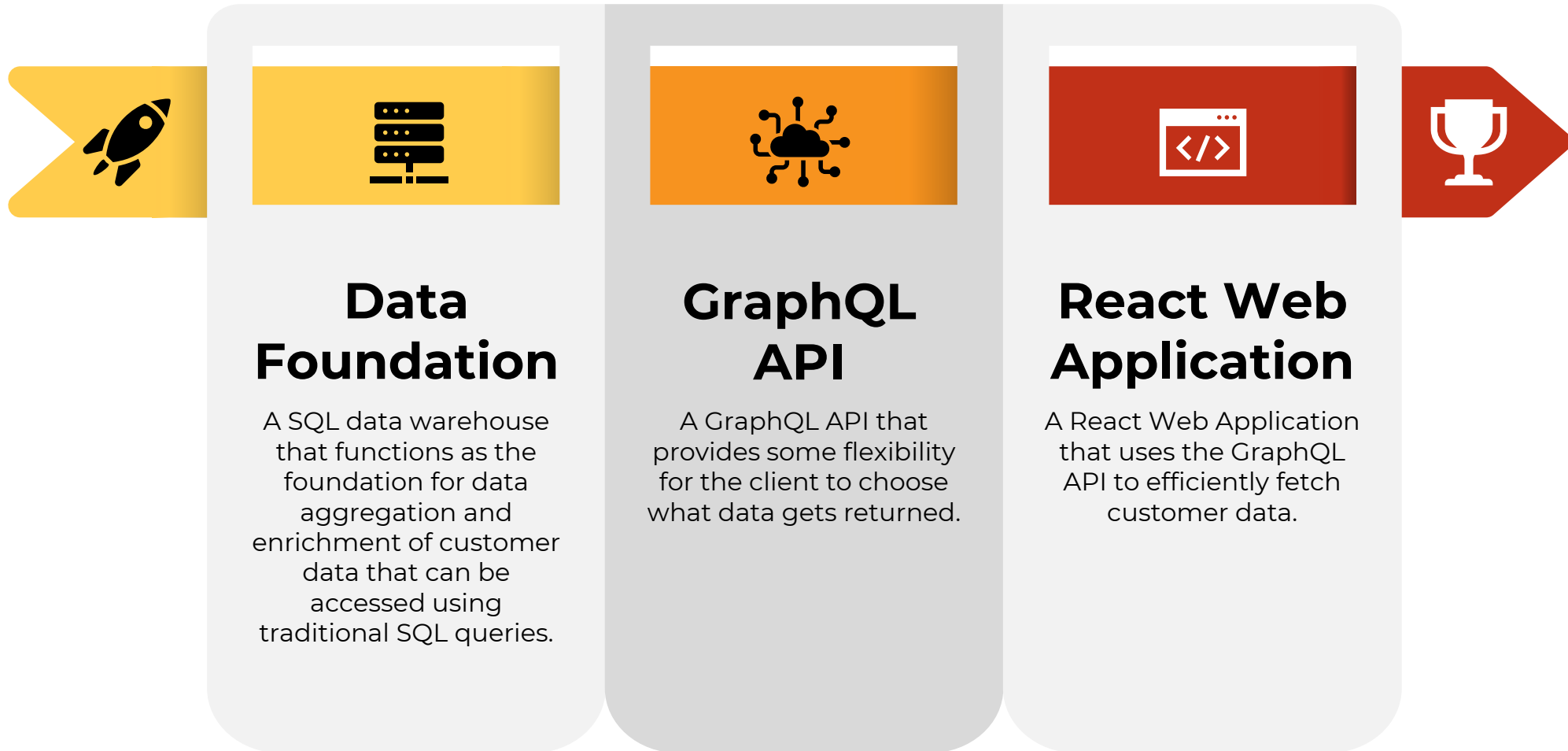
## Prioritize based on value

We could not do everything that we wanted to do and do it well. We used value-based prioritization to determine our MVP & future release scope.



## API-First Approach

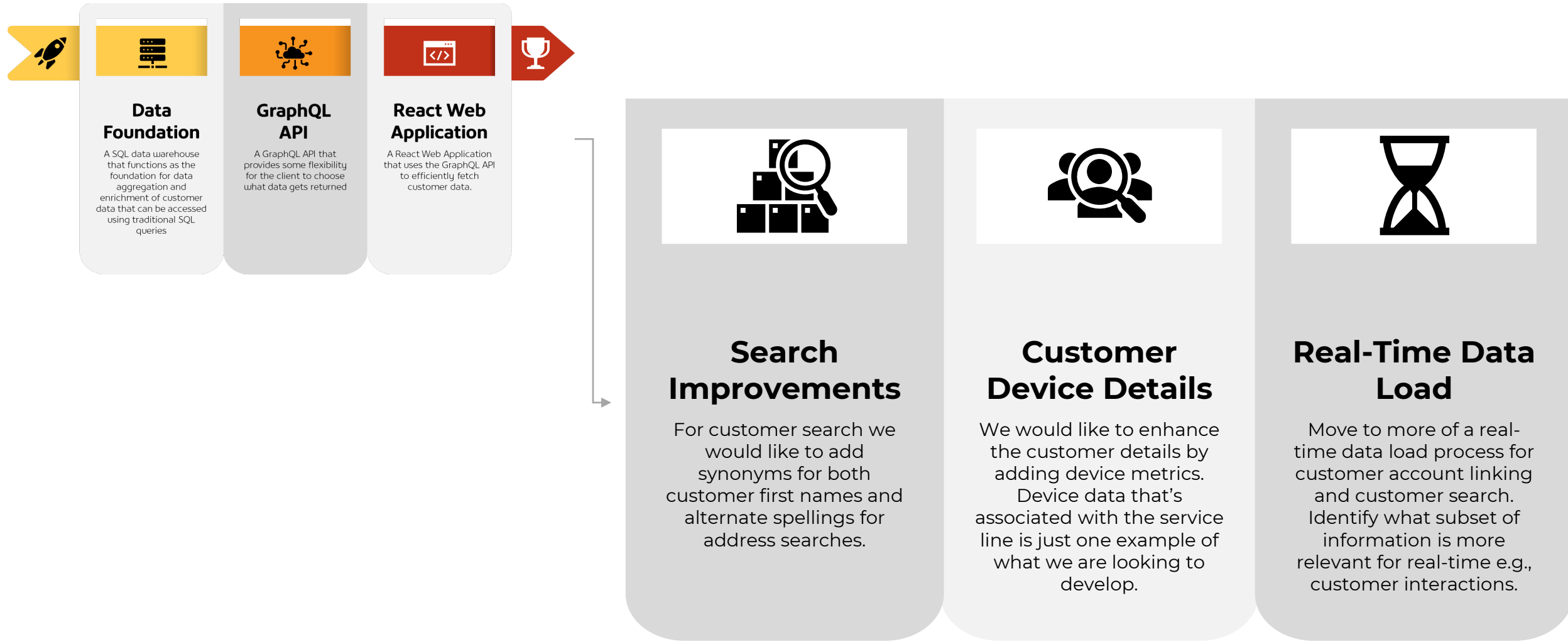
APIs are treated as “first-class” citizen. APIs built to be consumed by both the client applications & system platforms.





**What shape of data makes the most sense for querying customers with multiple accounts across all lines of business?**

**How did we normalize customer data to make searching for customers fast and accurate?**





Creating Infinite  
Possibilities.

Thank You!

Greg Bone

Principal Architect  
Shaw Communications  
greg.bone@sjrb.ca