

## An integrated 360 customer approach thanks to Big Data.

Our client, a major player in Quebec's insurance market, appointed us to improve their 360-customer approach through the modernization of their analytical foundation and the integration of new data source (call center audio, customer journey, website). The integration of these new data will support the business lines in their decision making.

### Our mission: reveal the power of Big Data

Facing several challenges related to scattered data sources and data volumes too big for traditional BI technologies, our client wanted to test the potential of Big Data to analyze all the opportunities offered by these technologies. Appointed by the Analytics and Data department of the company, our mission was the:

- + Delivery of a proof of concept for a Big Data treatment platform.
- + Ingestion of various sources of data.
- + Standardization and accessibility of new data sources.
- + Creation of a data lake for the storage.
- + Planning of the industrialization of the platform to anticipate the roll-out of Big Data in all the company's departments.

## The key to success: knowledge sharing

The achievement of the project first required the Big Data training of the client's team through tailor-made workshops given by our dedicated team. Afterwards, we were able to ensure the client team's skill set development through a tight knit collaboration between both teams despite a geographical distance.

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For the financial and insurance market, Big Data offers the opportunity of a better understanding of their customer's behavior leading to the product personalization and market interest assessment. Our technical knowledge combined with our agile know-how resulted in a successful collaboration with our client in his Big Data expertise.

- Remi Roche, Scrum Master

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## Benefits of this technological proof of concept

This first introduction to the many advantages of a Big Data environment has triggered a lot of enthusiasm from several strategic business lines of the company. Our project highlighted among other things:

- + Time saving data treatment.
- + Ease of use.
- + Accessibility of new data sources.

**Technological environment**

**Azure . Spark . Power BI**