Power ON

Supercharge Power BI
with Planning & Writeback

One of the world's largest software companies uncovers customer development innovation with Power ON for Power BI

Challenge

How does a company with millions of subscribers keep its finger on the customer and solution health?

Information about a customer environment is critical to maintaining a subscription-model software business. And not just those metrics supplied the software. Collecting anecdotal data is equally important and very helpful in training ML models.

Capturing certain customer information in a way that contributes toward a strategic business planning platform is difficult. Promising new Machine Learning technologies require inputs. Gathering such information during support calls – without degrading the support and service standard – was a major challenge.

About

This Fortune 500 company is responsible for delivering some of the most recognized digital tools to millions of users in dozens of languages. It uses Power ON to update customer data recorded in Salesforce and to train Machine Learning models designed to monitor and improve customer and product health.

AT A GLANCE

Before

- Outdated info in Salesforce
- Disconnected process to gather + update customer info and insights
- Duplicate entry to reconcile customer data across systems
- Goldmine of customer insights lost in 'manual process' gaps

After

- Real-time Customer Support Insight in Salesforce
- Connected data gather + update; across 300+ customer reps, at point of conversation
- Proactive address of customer issues
- Strengthened customer relationships

Solution

The customer turned to Power ON, with its write-back capability to enhance customer databases from its Power BI based Customer Support Intelligence interface. The data engineering team designed and implemented a Power ON process to augment data needed for their ML model relatively quickly using familiar enterprise technology.

Now, Customer Support Managers proactively address customer issues, strengthen relationships, and critically, input new customer utilization and environmental data points directly into the BI platform.

This solution is a truly innovative. It extends an enterprise asset, the Power BI based Customer Service dashboard, by using it to collect data. Productivity gains add to a strategic business development asset.

Results

Models containing data to evaluate risks and opportunities are tightly integrated to decision-making tools and customer engagement technology. New ML services to build and maintain customer subscriptions receive vital "training" data at the precise time and circumstance it becomes available.

Because our customer deployed Power BI throughout its organization, there was no need for additional enterprise software with its added expense and IT overhead.

Data errors are almost non-existent. The Power ON implementation integrated into the customer's single source of truth, leveraging broad data connections, which in turn provided a ready-made and optimized platform for ML training and output.

In addition, because the Power BI refreshes data in near real-time, business lines receive real-time insight on dashboards already embedded in employee workflows.

"We found tremendous value from the data input capability Power ON Visual Planner brings to the Power BI interface."

Senior Manager, Reporting & Analytics

Simplified Processes
Reduced IT and ETL resource demand

Innovative Power BI Use-case
Analysts edit, annotate data dynamically updated inside Salesforce

People Prioritized
Streamlined technology reduces low-value effort

Schedule your free 1:1 demo today.

Power ON

Bring ML model training to Power BI with Writeback from Power ON