

# TruConnect: Streamlining Customer Evaluation And Segmentation With QDox

Telecommunications



## Business Impact

97%

data extraction accuracy rate

<1

minute for document pipeline analysis

## Customer Key Facts

- Country : USA
- Industry : Telecom

## Problem Context

TruConnect, a nationwide wireless service provider, is bridging the digital divide. It offers subsidized wireless services to eligible low-income consumers through benefits provided by the Federal Communications Commission's (FCC) Lifeline Program and the Affordable Connectivity Program (ACP). Given the surge in subscribers resulting from the pandemic and introduction of the ACP benefit, TruConnect required a cost-efficient customer evaluation solution that was compliant with federal program regulations.

## Challenges

- Integrating and processing customer information obtained from different sources while ensuring accuracy across diverse data formats.
- Navigating customer segmentation complexity.



## Technologies Used



Amazon S3



AWS Lambda



Amazon Textract



Amazon SageMaker



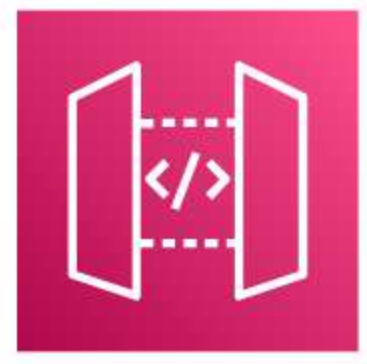
Amazon Redshift



Amazon Glue



Amazon SageMaker Studio



Amazon API Gateway

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## Solution

Automated the process of extracting customer information from various sources

With its infrastructure built on Amazon Web Services (AWS), TruConnect collaborated with Quantiphi to automate the process of extracting customer information from various sources, such as drivers' licenses, and securely store this data in a centralized data repository. Quantiphi helped TruConnect leverage demographic data that efficiently identified new markets and reached relevant underserved customers to actively evangelize the new ACP program benefit and target the right customers.

## Results

- Improved data extraction accuracy
- Reduced the time to analyze the overall document pipeline to less than a minute.

"This is the foundation of our Customer 360 solution because it tells us what essentially the customer satisfaction rate is on all of our customers based on the usage and the patterns that we're seeing."

Travlin McCormack, Chief Technical Officer (CTO), TruConnect.