

ANALYTICS

ACT

Transforming data into decisions:
how ACT powers better connectivity



About Atria Convergence Technologies

Atria Convergence Technologies Ltd (ACT), one of India's top five telecommunication providers, serves more than two million customers in over 30 cities with broadband, entertainment, and interactive services. Nearly 80% of its 7,000-strong workforce operates in the field, making rapid, data-driven decisions crucial for service quality.

Previously, a decentralized system created challenges in data management, leading to inconsistencies, slower risk assessments, delayed issue resolution, and limited customer insights. These factors influenced connectivity, billing, maintenance, and the overall customer experience. With Qlik®, the organization now benefits from improved customer retention strategies, faster response to urgent cases, and seamless connectivity that enhances the customer journey.

“With broader visibility and stronger governance, our productivity has greatly improved. We are no longer blindfolded about what’s happening on the ground.”

Manjuprasad Nidlady, Assistant General Manager, Data Engineering and Business Analytics Information Technology, Atria Convergence Technologies Ltd



Customer Name

Atria Convergence Technologies Ltd

Industry

Communications

Geography

Bengaluru, India

Function

IT

Challenges

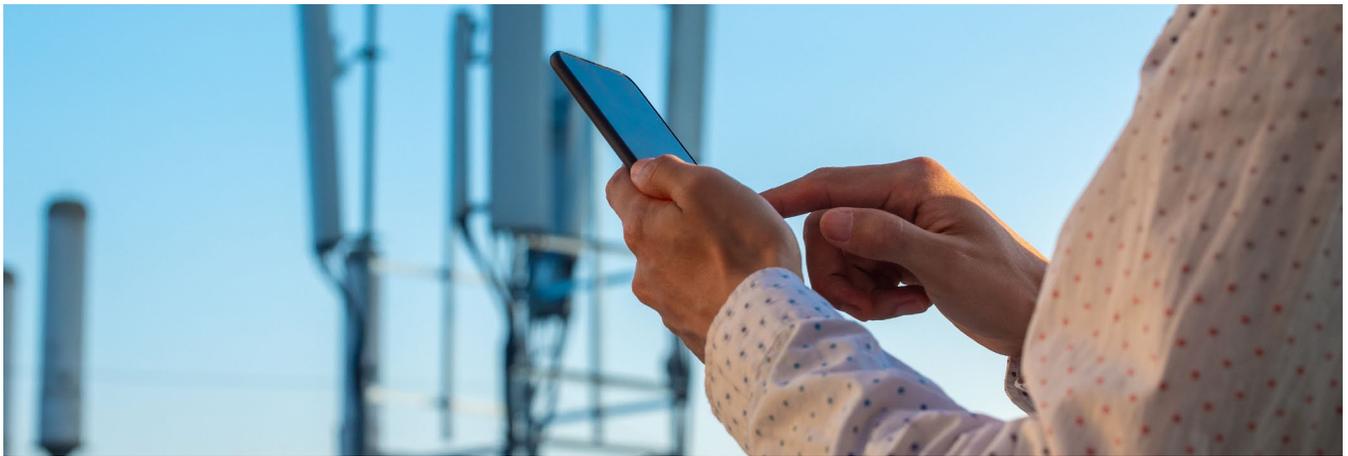
- Improve analysis of complex customer behavior and sales retention
- Build operational visibility of ARPU and churn rate
- Enhance monitoring of connectivity, sales trends, and downtime

Solution

ACT deployed Qlik Sense® to offer a seamless user experience while simplifying complex data analysis.

Results

- Significant time-savings achieved for efficient resource allocation
- Data granularity helps to ensure customer retention and track revenue collection
- Empowers users to address downtime or outages swiftly



Inefficient analysis and management of big data

Atria Convergence Technologies Ltd (ACT) is among India's top five telecommunications companies, headquartered in Bengaluru. With a workforce of over 7,000 people, the company delivers broadband services, in-home entertainment, education, and interactive solutions to more than two million customers across the country.

The company operates in over 30 cities across India, with nearly 80% of its staff dedicated to field operations. To maintain service quality, ACT must interpret large volumes of data from diverse regions to address connectivity issues, manage billing, and respond rapidly to potential outages. The ability to extract actionable insights from data engineering and business analytics is critical to driving effective commercial decisions.

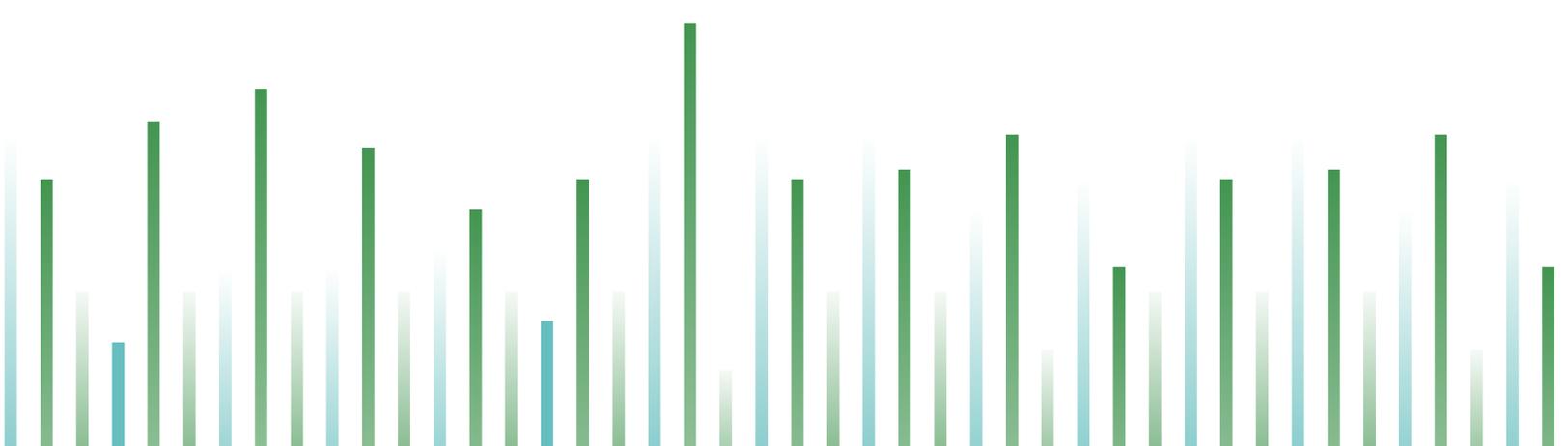
As a data-driven organization, the telecommunications player recognized the need to adapt quickly to evolving technological challenges in a highly competitive market. Its decentralized system, managing vast amounts of data generated from multiple locations, highlighted the opportunity for stronger and more unified data management.

Without a universal framework, operational parameters varied, creating room for improvement in risk assessments, complaint monitoring, and revenue collection. By enhancing data consistency, the company also saw the potential to accelerate response times, strengthen customer service, optimize maintenance scheduling, and most importantly, gain a deeper understanding of its customers across its widely dispersed locations.

"Because data collection was a manual activity, everyone used to have their own report templates. So specific performances were not measured properly, and we could never benchmark one city against another," says Madhusudhan KS, Deputy Manager of Data Engineering at ACT.

Consolidating data for efficient resource allocation

ACT sought Qlik as a solution that could deliver accuracy, clarity, and support its data transformation journey toward a fully centralized system. The company first deployed Qlik in 2013 for its entertainment business and, after seeing strong results from faster, consolidated reporting, it expanded this solution to its broadband services a few years later.





Previously, reporting took time. Teams had to write Python scripts and build Excel macros, then follow multiple steps to distribute and download reports via the traditional FTP method. Formatting and cleaning the reports so they were ready for use was also time-consuming.

With a large subscriber base, ACT used Qlik to manage critical data points such as sales figures, city-level performance, average revenue per user (ARPU), and churn rates. Monitoring these parameters closely is essential, as they directly influence profitability and long-term sustainability.

Today, Qlik processes over 2.5 gigabytes of data daily for ACT, consolidating data from multiple locations and transforming the company's workflow. "The visualization is available so you can see the patterns in one go, letting us make forecasts. We were not able to do this previously," says Madhusudhan.

By replacing a multi-step reporting process with Qlik's streamlined analytics, ACT can now generate reports in minutes. The rich information produced is quickly fed back to management, enabling faster, better-informed commercial decisions.

Meaningful insights for improved revenue streams and customer service

These valuable insights have catalyzed ACT's understanding of its customers. Before Qlik, the company had little visibility into churn rates, such as customers who paused or terminated their subscriptions when going on holiday.

"Each location had its own way of working, making it difficult to get a holistic view of how the site was performing," says Mahesh G. Nayudu, Manager, Business Analytics, Information Technology with ACT.

Today, Qlik's ability to show these patterns enables ACT to run smarter retention strategies. ACT can enhance bill payment tracking, boost revenue collection, and identify dormant or inactive subscriptions.

A consolidated dashboard for customer feedback and reviews now equips teams with actionable analytics, allowing them to respond more swiftly and appropriately. Qlik's ability to generate near-real-time reports in minutes, replacing a process that once took hours, has also led to major operational gains. These insights help ACT deploy field engineers more strategically when addressing complaints.

In the past, logistical constraints meant an engineer might close only four or five cases a day, often involving cable cuts or connection issues. With Qlik's accurate, prioritized data, teams can address the most urgent cases first, doubling the daily closure rate.

Performance at peak periods is another highlight: Qlik delivers access to nearly 6,000 reports a day, right when business decisions depend on them most. Its speed and transparency have also accelerated innovation. For example, network reporting and new solution prototyping can now be completed in just six months, compared to the two to three years it once took using third-party resources.

By offering clear, accessible insights and enabling rapid feature expansion, Qlik has strengthened ACT's ability to harness its data for meaningful business outcomes, fueling growth and competitive advantage in India's dynamic telecommunications market.

**Make game-changing analytics
accessible to everyone**

[Learn more](#)



About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com