



LIGADATA DATA PLATFORM

Product
LigaData Data Platform

Industry
Telecommunications

Country
Tunisia

Who Is Ooredoo Tunisia



Ooredoo Tunisia, the largest telecommunications operator in Tunisia is a business unit of Ooredoo Group, a leading international telecommunications company in the Middle East, North Africa and Southeast Asia.

Challenge

Ooredoo Tunisia was seeking a cost-effective way to transform their data management capabilities in order to enhance customer experience while driving operational efficiency. As a telco they are required to manage and analyze huge volumes of historical and data streaming in real-time.

Solution

Ooredoo Tunisia selected and deployed LigaData's cost-effective and scalable LigaData Data Platform.

Using the LigaData Data Platform, Ooredoo Tunisia is now efficiently capturing their large volumes of diverse data in near real-time into a unified data lakehouse:

- Leverages the power of LigaData's scalable and cost-effective data lakehouse technology to unlock new insights from data and drive innovation.
- Stores vast amounts of structured and unstructured data without the need for upfront schema design or data transformations.
- Efficiently capturing diverse data promotes data exploration, ad-hoc analysis, and flexible data processing. Has become the basis for implementing new Telecom data-driven use cases.

Results

Availability of this data is promoting data exploration and ad-hoc analysis, and has become the basis for implementing new Telecom data-driven use cases that drive improvement in their metrics that matter such as average revenue per user (ARPU), customer churn, customer lifetime value (CLV), customer satisfaction (CSAT), and net promoter score (NPS).