



CASE STUDY: INTERNET SERVICE PROVIDER

INDUSTRY

Internet Services and Communication

COMPANY BACKGROUND

ISP who serves more than 5 million subscribers with online products and services, including dial-up, high-speed, Web hosting, wireless voice and data services, home networking, security, and VoIP

KEY OBJECTIVE

Identify opportunities for improving the existing forecasting model



CLIENT CHALLENGES

- Need an advanced forecasting model to accommodate a complex marketing strategy
- Review of current data collection process as it relates to forecasting data
- Training on new, more advanced forecasting models, as well as on improving communication



ICMI SOLUTIONS

- Developed an advanced forecasting methodology that incorporated direct mail and television advertising using shared 800 numbers and campaign-specific phone numbers, which resulted in improved forecast accuracy
- Recommended communication plan to ensure the proper forecast information is delivered to forecasters
- Identified opportunities to improve caller data-gathering abilities, which allowed the company to better track calls, thereby improving forecast accuracy
- Conducted customized training on statistical analysis, event and regression models, and forecasting tools for the forecasting team in order to improve accuracy