

Data becomes a strategic asset

Active Intelligence drives customer experience

Challenge

Rackspace Technology had what it describes as the 'Wild West' of data. Instead of delivering actionable insights, members of the business intelligence team were becoming full-time fact checkers. To transform data from being a liability to a strategic asset that could better help it compete around customer experience, the company established its Global Data Office.

Solution

The company's analytics modernization journey saw it transform its on-premises environment to Google Cloud and migrate from QlikView to Qlik Sense. Rackspace Technology now has next generation analytics delivering a 'governed source of fact'. This is driving Active Intelligence across the global organization and user adoption is doubling every month.

Results

By leveraging Qlik Sense Active Intelligence, Rackspace Technology better understands its customers. This has led to a tenfold improvement in its Net Promotor Score (NPS), and the ability to predict and act to prevent customer churn. It has also created a cultural shift towards becoming a data-driven organization that is driving continuous improvement for its customers.

Solution Overview

Customer Name

Rackspace Technology

Industry

High Tech

Geography

USA, Americas

Function

Finance, IT, Marketing, Sales

Business Value Driver

Balanced Risk/Reward,
Customer Intelligence

“We’re no longer going into meetings talking about differences in data. We’re going to talk about decisions we have to make.”

Juan Riojas, Chief Data Officer, Rackspace Technology

