



AKRAYA | *Trusted Talent*

Customer Success Story



Client Profile:

Industry:
Electronic Payments

Company:
PayPal

Akraya Client Since: 2006

Project:
Big Data

A global leader in e-commerce business allowing payments and money transfers to be made through the Internet relied on Akraya's Managed Services team to deliver top notch Business Analytics services.

Background

The client is a Fortune 500 Company and a global leader in e-commerce business allowing payments and money transfers to be made through the Internet.

Client satisfaction is a top priority with all enterprise clients. At PayPal, NPS (Net Promoter Score) & CPS (Client Promoter Score) are among their top five priorities. The weeklong delay in receiving feedback after a new product launch was impacting timely corrective measures.

Challenge

When a new product was launched or an existing product was updated, PayPal's Market Research and Business teams had to wait for more than a week after the launch date to measure and evaluate the impact and take corrective actions.

Solution

The Akraya team leveraged their deep expertise in Business Analytics and delivered an automated system, integrating survey data with vendor systems. They built a customizable tool for the PayPal Business users to select specific survey parameters to be captured and reported.

The Akraya team comprised of ETL Consultants, Data Analysts, Report Developers and DBAs, managed & delivered the entire project. They utilized Informatica, Teradata, OBIEE, and eBay's proprietary analytics framework.

Results

PayPal business teams are now able to almost immediately measure and evaluate the impact of new or updated products on their target audience; merchants and consumers.

The new solution implemented by Akraya, helps PayPal rapidly respond to feedback, and has ensured extremely high levels of client satisfaction.