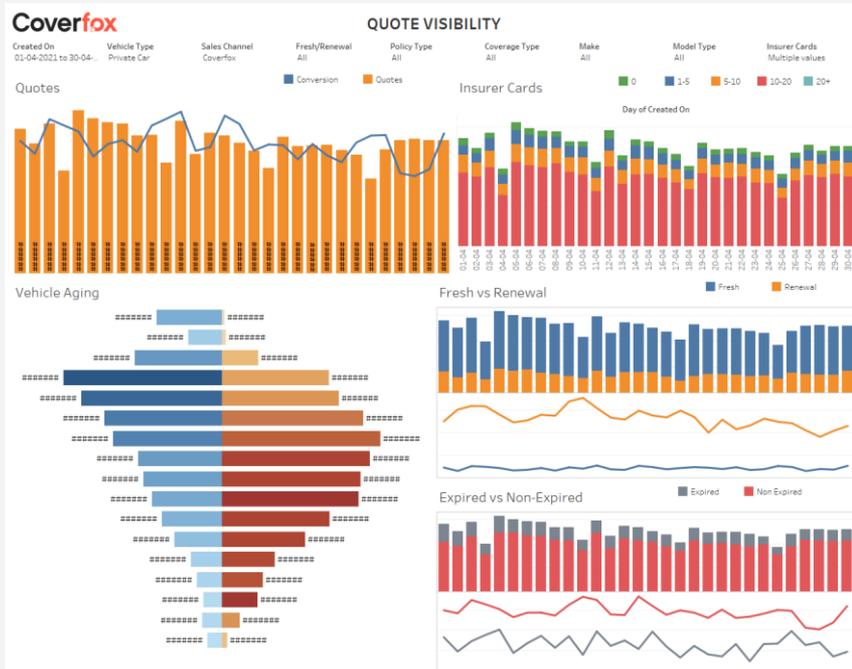




Coverfox uses Tableau to reduce integration failures by 30% - 40%



CHALLENGE

Coverfox wanted to consolidate different spread out reports of the customer journey quantifiers. They used Tableau to integrate these reports and track all the metrics driving a single view mapping for different products and variants

SOLUTION

Coverfox leveraged Tableau's native functionalities of filters and parameter customization to explore different layers of the customer journey right from code generation, payment and integration failures. They successfully:

- Consolidated huge number of rows of data from Postgre into consumable dashboards.
- Customized different spread out customer reports
- Reduced integration failure fixation time period from 07-08 days to 03-04 days

General Questions

- How does Coverfox use Tableau? How are you using Tableau together with other technologies (ie: public cloud platforms, data warehouses, machine learning, etc.)

-> Coverfox push their data to Tableau from the native Post gre Database to track customer journey

- Can you tell us a little bit about what Coverfox wanted to do with its data?

-> Coverfox wanted to consolidate different data reports to view and track customer journey processes in one report.

- What was your business intelligence process like before Tableau?

-> Earlier a 3rd Party tool was being used for carrying out similar process of tracking customer journey however it lacked the visualization capabilities like that of Tableau and moreover didn't benefit the customization process for the organization.

- How many people are looking at data visualizations published to your Tableau Server? How has the Tableau deployment scaled/grown within the company? (how many users then vs now?)

-> Product and Analytics Teams (10 odd users) have fully migrated to using Tableau as the single analytics tool for all data needs. Once migration of all dashboards to tableau is complete, the operations teams would too start using it which would increase the user base to 40.

General Questions

- What kind of data are you looking at in Tableau? Anything that stands out in your mind?
-> Looking reports coming from postgre comprising of Insurance integration and code generation visibility.
- What business impacts or benefits has COMPANY NAME seen with Tableau?
 - How is this crucial to your work / the business?
->Tableau is crucial to the business since it is covering the entire customer journey comprising of various metrics. Metrics like number of people generating the code, checking out products and variants and also metrics like customization of any product is now being tracked using Tableau.
 - Any quantitative metrics to share? (e.g. 70% time savings in reporting)
-> Fixation time for broken integrations has reduced by 30%-40%. Earlier the same task used to take around 7-8 days while now it is getting accomplished in 03-04 days