

Success Story

Creating a Multi-Year \$127M Partnership Using Decision Intelligence

The Challenge

The end customer, a leading global airline, faced several critical issues associated with their network infrastructure:

- Ageing assets that were creating significant risk to frontline business operations
- Inability to identify priority areas for network improvement
- Insufficient visibility across service performance and delivery

With responsibility for the network, and a contract renewal approaching, the Service Provider was exposed to a deteriorating customer relationship, risking both the longevity of the account and any opportunity to secure additional project work. They partnered with Hublsoft to address these challenges.

The Outcomes:

Within six months of implementing Hublsoft, the results were significant:

Business Impact

- The customer committed to a \$127 million, 5-year contract renewal
- New upgrade projects were identified and agreed, which will deliver \$9+ million of annual savings to the airline, and multi-million dollar revenue uplift to the Service Provider
- Created business-aligned visibility to over 25+ key stakeholders within the airline

Hublsoft is now a fundamental tool in the way the team run this account. It's used daily to empower collaborative decisions between the account team and the airline, allowing them to explore new and exciting ways they can improve the network and service together.

The How:

By implementing Hublsoft Decision Intelligence and with help from the Hublsoft Customer Success Team, the service provider account team started the process of re-engaging the customer by establishing the key business outcomes for the airline, these were:

- Full network visibility, including a breakdown by location
- A breakdown of the components and areas of the network that are approaching or beyond the last day of support
- A proactive way to manage risk and vulnerabilities across the network

Once these priorities were established and inputted into Hublsoft, along with the relevant data, HublAI and the Hublsoft Customer Success Team were able to generate a number of custom insights rapidly. These provided the account team with specific and detailed network information, enabling them to create a proactive upgrade plan and a way to collaboratively engage the airline, clearly demonstrating the benefit of each part of the plan. From these discussions, the account team was able to create and agree upon a comprehensive upgrade plan that mitigates risk and proactively reduces vulnerabilities across the airline's entire network, starting with the customer's key locations.

Request Your Free Proof of Value

Start your decision intelligence journey with Hublsoft today:

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***“Hublsoft is a real game changer!
We are definitely on to something
truly impactful to our customers’
business and I am excited where
we go next!”***

Service Delivery Lead - Network Service Provider