Solution Series: Communication, Media & Services

REAL-TIME PROMOTIONS
FOR TELCO

Building customer loyalty in real time

Your problem: The majority of your customers are a good deal less loyal than you would like. They perceive your services as a commodity, which leaves you competing solely on the basis of price and vulnerable to ongoing customer churn. How can you distinguish your services in the eyes of your customers? How can you create an experience that elevates your offering out of the commodity realm and makes a competitor's offer inadequate by comparison?

Software AG solution: Build on the unique insights you have about your customers' activities to present real-time promotions that will appeal to their real-world needs. With Software AG's Real-Time Promotions for Telco solution, you can engage your customers—at precisely the right time, via precisely the right channel—with highly tailored offers based on their behaviors and recurring use patterns. And because you can determine what offer to present and when to present it, you can accompany your customers along their journey not as Big Brother but as a trusted vendor that is attuned to their needs.

Problem details

Consumers view wireless services as a commodity, largely undistinguished in all but price. They expect unlimited talk and text; they expect a wide choice of the most current phones; they expect to be able to make and receive calls from wherever they are and whenever they want. Fail to deliver on these expectations and you fail to compete. Deliver on all these expectations and you are left to compete on price. Indeed, a Cowen and Company® survey found that while the percentage varied by carrier, as many as 75 percent of wireless customers who plan to switch carriers said the move was motivated by price.

So how can you distinguish your services so that your customers view them as more than a commodity that could easily be replaced? How do you add value to the underlying services? Even more importantly, how do you convince your customers that your services provide a distinct and differentiating value? One way to add value lies in making better use of the information you already have about your customers and their use of your services. By coupling insights from your operational data with real-time activity monitoring, you could identify the all-important customer context. You could engage your customers at precisely the right time, on precisely the right channel, to deliver promotions—or customer care— exactly when they are likely to find your offer most valuable.

The payoff? The ability to deliver an offer that has been tailored to meet a customer's immediate need and the ability to transform the customer's perception of your service. You are no longer merely a commodity; you become a personal concierge, a trusted advisor.

What's the Software AG difference?

Drive customer loyalty and increased ARPU with real-time promotions and customer care messages when (and where) customers need them most.

With our solution you can:

- Derive unique customer context by combining call detail records, location, billing events and more

- Combine context with your existing marketing analytics data to drive highly personalized messages

- Trigger real-time customer interaction for delivery by your existing marketing platform or by our solution—the choice is yours

Software AG's solution

Derive context from your existing data

- Source historical and reference data, such as call history, customer data and billing data

- Combine historical with real-time analysis of calls, location and other streaming data for unique customer context

- Correlate context with marketing analytics and customer segmentation data to identify the right interaction at exactly the right time

Trigger real-time customer interactions over any channel

- Trigger "segment-of-one" real-time promotions or customer care messages based on customizable campaign logic

- Choose the customer's preferred channel including SMS, email or a customer service call

- Execute customer interaction via your existing marketing systems or our solution

Analyze and adapt strategies to improve customer experience

- Take control of the campaign logic with an open, flexible platform

- Analyze campaign performance feedback for continuous improvement

- Integrate with your existing marketing systems

How do you enable such a transformation? By transforming your own ability to engage with your customers though Software AG's Real-Time Promotions solution.

The solution uses insights derived from your analysis of historical and reference data (including call data, customer segmentation data, billing data and more) and monitors the data streaming through your network with these insights in mind. It can look at real-time call and data activities, text and location information, even information streaming in from the Web and social media. Using customizable campaign rules, the solution can trigger a process in your campaign execution system when certain conditions are met, causing a specific offer to be presented to a customer at precisely that moment according to the outreach rules you have configured. If you prefer, real-time promotions can execute promotions directly—using email, SMS or other channels.

Consider this: Your analysis of existing call records and billing data might identify a group of customers who repeatedly call numbers that incur extra fees under the terms of their existing contracts. Real-time promotions can monitor your network and trigger an alert the instant one of these customers places an out-of-contract call. In response, your campaign execution system might send the customer an SMS as soon as the call ends, making her aware of the extra charges and offering a more suitable package. Your offer reassures her that you are acting in her best interests, even as you are creating an upsell opportunity.

You have also engaged her at the moment when such an offer is likely to be most attractive. In a world where context is everything, such right-timed engagements can make all the difference. One wireless operator using the solution achieved a 10-fold increase in response rates compared to campaigns that had been executed without such context in mind.

The bottom line? If you're going to lower churn and increase ARPU, you need to add value that your customers perceive to be distinct. You must identify the key contextual touch points and design responsive, customer-centric experiences around them. You may offer a better rate plan, advise customers as they near a prepaid credit limit or offer to bundle other services to meet a customer's needs more effectively. You can even use location data from the customer's phone to push offers on behalf of nearby merchant partners.

Software AG's Real-Time Promotions for Telco solution enables you to leverage insights from the data you already have, enhance it with data streaming in from all channels—including the Web and social media—and then monitor the streams of traffic flowing through your network to seize the opportunities as they occur in real time. You gain the means to engage with your customers at the time and place where your offers will be most meaningful to them, and by doing so, you transform your service into one they cannot imagine doing without.

Critical aspects of a real-time promotions solution

1 Identify relevant customer touch points

2 Detect and take action in real time when a customer touch point is encountered

3 Analyze and adapt strategies to improve customer experience

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