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ENSURING A "CUSTOMER-FIRST" APPROACH THROUGH REAL-TIME MARKETING AUTOMATION

Why focus on real-time marketing

To stay ahead of the curve, operators today require to adopt a customer-centric approach. The idea is to leverage sub-second, real-time decisioning capabilities, to offer customers the "best offer at the right time."

60% of businesses rely on real-time customer analytics to improve customer experience across the spectrum of buying platforms

58% have seen a significant improvement in customer loyalty and retention as a result of real-time customer analytics

44% reported a gain in customers and revenue as a result of integrating real-time analytics into their business operations

Source: A joint study executed by Harvard Business Review Analytic Service, SAS, Accenture Applied Intelligence, and Intel

Objectives of Real-Time Marketing

Improve customers' experience
87% of organizations agree traditional experiences no longer satisfy customers
— Accenture

Increase revenues
Increasing customer retention rates by 5%, increases profits by 25% to
95%
— Bain & Company

Operational efficiency of campaign management users
43% only CX executives are highly confident in their company's CX expertise and preparedness for the future
— Oracle

Increased uptake
of products and services, including new business lines and personalization

Metrics the C-Suite keep their eye on most are overall revenue (24%) and Net Promoter Score (23%)
— ContactBabel CX Decision-Makers Guide 2018

Decrease churn risk/ actual churn
95% of customers tell others about a bad experience

87% share good experiences
— Zendesk

Real-time marketing in action
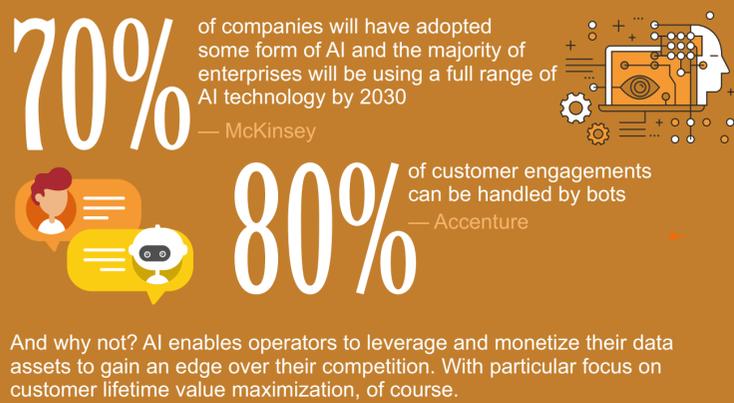### Customer Experience Goes Digital

In today's hyper-connected era, it becomes imperative for operators to focus on three key areas. These include personalized engagement, a "digital-first" approach and a seamless, omni channel customer experience.

Customers expect to receive service through any channel and on any device

59% of respondents having used multiple channels to get questions answered
— Microsoft

33% say getting their issue resolved in a single interaction (no matter the length of time) is the most important aspect of customer service.
— American Express

Unsurprisingly then, operators are leveraging multiple digital channels to ensure an "always-on" experience for customers.

Leveraging Advanced Analytics to Capture a Customer's Micro-Moments in Real-Time

Knowing the customer is the bottom-line for any operator today. To achieve this, artificial intelligence (AI) and machine learning (ML)capabilities have come to the fore significantly. The larger aim, needless to say, remains to automate and improve decisions on who to target, when and how to target and what to offer.

70% of companies will have adopted some form of AI and the majority of enterprises will be using a full range of AI technology by 2030
— McKinsey

80% of customer engagements can be handled by bots
— Accenture

And why not? AI enables operators to leverage and monetize their data assets to gain an edge over their competition. With particular focus on customer lifetime value maximization, of course.

Exploring Real-Time Marketing-based Digital Use Cases

Google Analytics
Measure, profile and track a website's audience, as well as their journeys

72% of consumers claim that they engage with marketing messages that are personalized and tailored to their interests
— SmarterHQ

Facebook Audiences
Created using customer information held in the BDNA. The data is typically shared in a hashed format to maintain privacy.
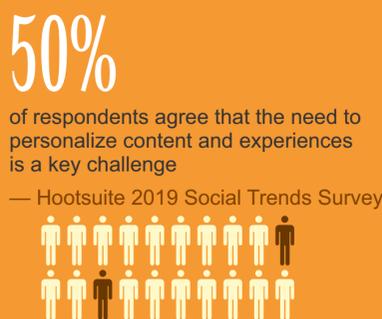
Customers can be added to the appropriate Facebook ad campaigns, based on the offer allocated.

They will be removed from the custom audience after they either accept the offer or the offer has lapsed.

74% of customers feel frustrated when brands don't provide them with individualized website content
— Infosys

Google Customer Match
Used to manage the display of ads to existing customers with Google ads. A Customer Match Audience data set is created, which receives targeted communications as they use the Search Network, YouTube and Gmail

50% of respondents agree that the need to personalize content and experiences is a key challenge
— Hootsuite 2019 Social Trends Survey

WhatsApp
Though only informational messages can be shared on this channel currently, futuristic use cases are rapidly coming to the fore. Going forward, informational messages can be sent in specific cases. These include when a subscriber recharges or opts-in to a promotion that re-enforces the promotion or the recharge activity.

90% of messages sent on WhatsApp are opened and read within three seconds of delivery

AI-based Use Cases atop Every Operator's Priority List

Churn Prediction
Data pertaining to a customer's mobile network services and transaction records are collected within the operator's network. Data aggregation capabilities enable these players to consolidate customer usage events, spanning multiple systems and supports meaningful customer usage analysis.

1 in 3 customers will pay more to receive a higher level of service
— Genesys
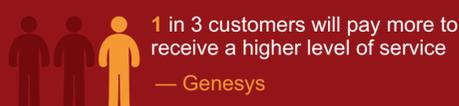
Offer Recommendation Engine
Machine Learning driven algorithms are leveraged to score the expected value of a catalogue of eligible offers for each customer. The aim is to achieve a specific business objective such as maximising recharge/top up and bundle sales.

59% of customers say tailored engagement based on past interactions is very important to winning their business
— Salesforce

Predicting Return on Investment (ROI) for Retailers
AI and ML-driven data analytics capabilities enable marketing users to develop and run different predictive models. These include best offer recommendation for retailers, ROI prediction as well as in running multi-stage retailer loyalty programs.

76% consumers felt getting personalized discounts based on their purchase history is important
— Loyalty