



Playbook

Mastering The Art Of Real-Time Personalization

For Marketing Mavens of 2024



A marketing maven's role is multifaceted - blending technology, data, creativity, and strategy - to deliver personalized experiences that drive engagement and business growth.

The life of a marketing maven in the age of real-time personalization



Data-Driven Decision Making

Collecting and analyzing large amounts of data in real-time to tailor marketing strategies effectively.



Customer-Centric Approach

Understanding the customer journey at a granular level and tailoring marketing messages and campaigns to individual preferences and behaviors.



Creative Problem Solving

Creativity is key in developing engaging, personalized content that resonates with diverse audiences.



Agility and Adaptability

Adjusting campaigns in real-time, testing different approaches, being able to pivot strategies as needed.



Cross-Channel Marketing Expertise

Effective personalization requires integrating channels like social media, email, and mobile to provide a consistent, personalized experience across all customer touchpoints.



Ethical Use of Data

A Marketing Maven must navigate the ethical considerations of using customer data, ensuring privacy, consent, and transparency in all data-driven activities.

Five reasons why the age of real-time personalization is here



Consumer Expectations

Consumers now expect personalized interactions, not just appreciate it. This immediate, personalized interaction is essential for a brand's relevance and success in today's competitive market.



Increased Data Availability

Brands can use their extensive data, from social media to online shopping habits, to provide real-time customer experiences.



AI Advancement

AI and machine learning are no longer just buzzwords but powerful tools reshaping the business landscape. These technologies can remarkably sift through and make sense of the data deluge, offering real-time insights and predictive analytics.



Marketing Automation

The sophistication of marketing automation tools today is a game-changer. These tools do more than automate tasks; they create an ecosystem of intelligent customer interactions.



Economic Feasibility

The widespread availability of technology has made real-time personalization accessible to businesses of all sizes, not just big brands.

Real-time personalization means money

In 2024, personalization will influence more than 30% of all revenue, up from 16%, registering a significant growth of 88%.

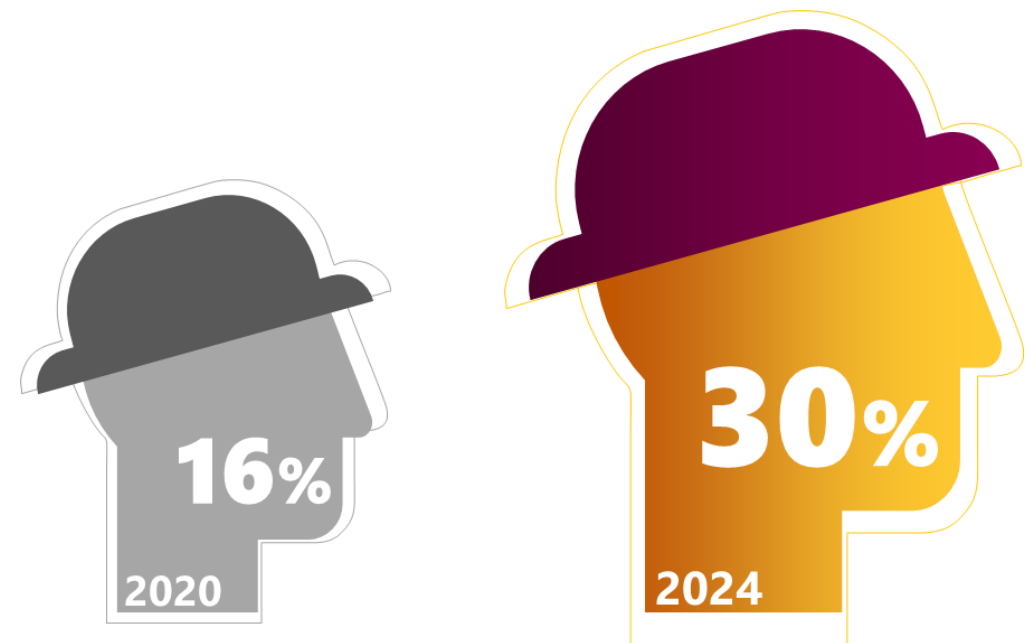


Fig: Real-time personalization means money (Revenue %)

Source: *Business Value of Real-Time Personalization Survey Report 2023, Comviva Research Centre*



Major hurdles for telecom marketers in the real-time personalization race



Unified Data Integration

In the telecom sector, the challenge lies not just in collecting data from varied sources like customer interactions, network data, and billing systems but in weaving these disparate strands into a cohesive tapestry.



Scalable Tech Infrastructure

Telecom marketers prioritize technology that supports real-time personalization, requiring robust and adaptable infrastructure for its evolving demands.



Dynamic Content Creation

Crafting content that resonates with each customer requires a deep understanding of their unique preferences and behaviors. It's not just about being relevant; it's about being timely.



Skill Diversity and Resource Management

Real-time personalization is a multi-disciplinary arena, demanding expertise in data science, marketing, IT, and design. Assembling and nurturing a team with such diverse skills is as challenging as it is essential.



ROI and Effectiveness Metrics

Real-time personalization involves continuous validation and measuring impact with advanced analytics, serving to justify investments and guide improvements.



Mastering real-time personalization

Elements for mastering real-time personalization
and the master key



Real-Time Approach

Implementing a real-time approach requires sophisticated technology that can process and analyze data as it happens. This involves real-time analytics, instant decision-making algorithms, and seamless integration across customer touchpoints.



Content Personalization with Intelligence like Gen AI

Understanding context, tone, and relevance. Creating content that is personalized but also engaging and compelling.



AI/ML Platform Selection Criteria

When selecting AI/ML platforms, consider their ability to handle large datasets, learn from customer interactions, adapt to changing behaviors, integrate with existing data systems, and user-friendliness.

Partner Selection Criteria, Human Role

Human expertise is needed to interpret data patterns and apply domain knowledge. Look for partners offering data science people support and commitment to your success with partnership models ensuring their skin-in-the-game.



Data Consistency & Data Selection for Modeling and Analytics

Integrating data from various sources into a unified framework demands robust data management and policies. Next is to sift through vast data sets to identify patterns and trends most relevant to customer behavior.



Campaigns Planning, Channels & Strategy

Understanding which channels are most effective for reaching different customer segments and how to integrate personalization strategies across these channels



Customer Profiling

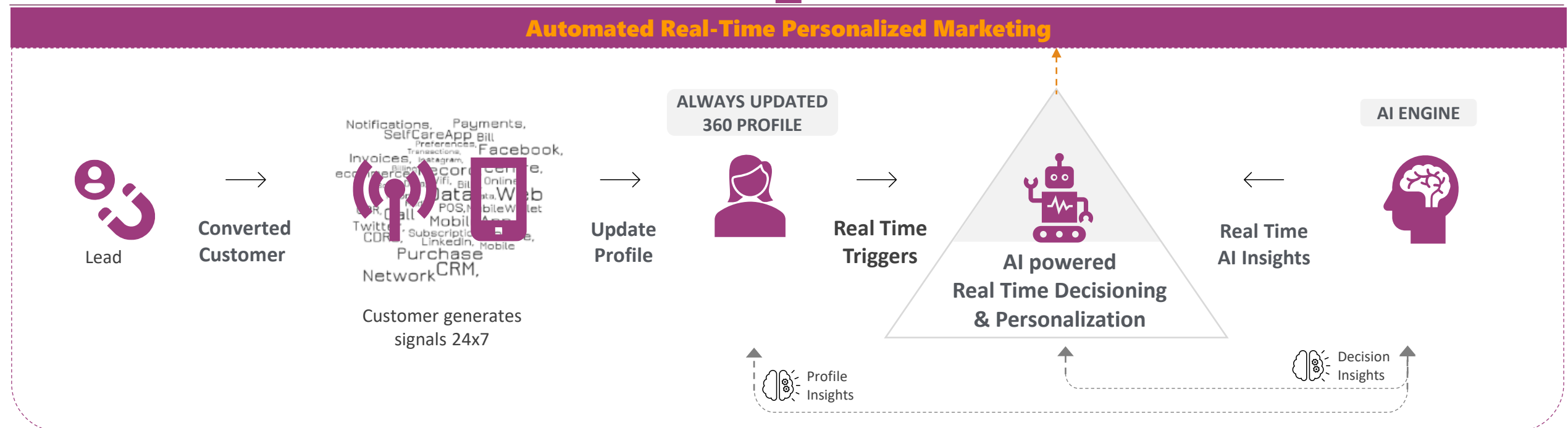
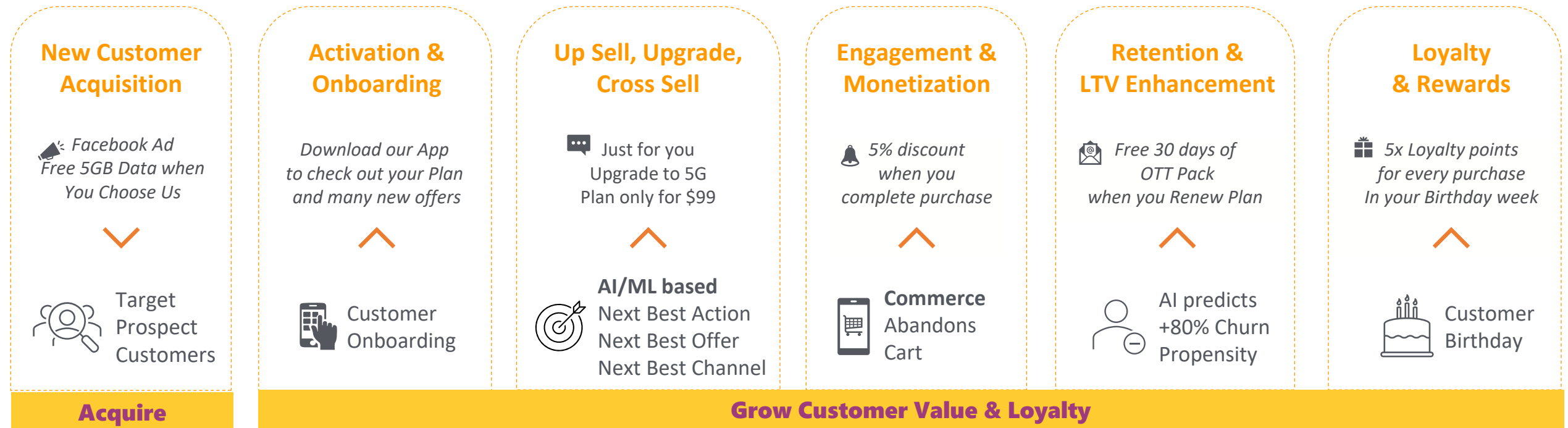
Analyzing customer data to segment audiences and identify key characteristics of each segment.



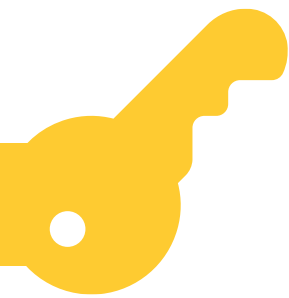
Scaling – Overcoming Challenges

Scaling personalization efforts involves addressing challenges such as data management, technology infrastructure, and resource allocation.

Customer lifetime value management with real-time personalization #framework



The winning move with the master key



Capability

Cross-Channel Hyper-Personalization Approach



Scalable Secure Architecture



Real-Time Decisioning across all touchpoints



No-Code, Ready to use AI Model Frameworks



Out-of-the-box Integration



Proven ROI across Opcos and Markets



Marketing Automation with Gen AI



Data Science as a Service



High ML Model Accuracy



Skin-In-the-Game Commercial Partnership





How marketing mavens of an Indonesian telco leader maximized revenue

Operator Challenges

- Lost revenue – unable to monetize customer’s micro-moments in real-time
- Low Offer Conversion Rates for upsell/cross offers
- Managing different solutions for marketing campaigns and customer loyalty
- High Churn Rate – due to low quality of personalization and customer experience

Marketing Maven’s Approach

- Implemented an advanced real-time analytics platform to allow the operator to capitalize on micro-moments by delivering personalized offers instantly, addressing the issue of lost revenue.
- The targeted approach to use AI/ML algorithms to analyze customer behavior and preferences to improve the relevance of upsell and cross-sell offers, thereby increasing conversion rates.
- Developed a unified platform that combines marketing campaign management and customer loyalty programs. This integration ensures consistency in customer engagement strategies, making it easier to manage and more effective.

Results Achieved With MobilYtix

12%+

Peak Incremental Revenue

30%

Reduction in High Value Churn

45k+ TPS

Real-Time Events Processed

166+ Mn

Customer Contacts handled in a day



About Comviva Research Centre

Comviva's Research Centre examines current and future trends that will shape the future of the telecom industry. The Centre provides thought-provoking research and analysis of business and technology trends and dynamics, and collaborates with a wide range of business, technology, and academic thinkers regarding what the future of telecom will look like as technology changes every aspect of the industry.

Images Credits: [Freepik](#)



About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world. For more information, visit us at www.comviva.com