Spearheading Innovation: How a Leading Telecom Provider Mastered Real-Time Marketing

Implemented additional channels for real-time personalization

Improved deployments to a zero-failure level

Increased real-time system response performance by 30%

Client

Our client is a top telecommunications provider with a strong market presence nationwide. They offer a wide range of services catering to both residential and business customers, including mobile, internet, television, and home phone. Known for their reliable network infrastructure and innovative solutions. Their primary goal is to ensure customer satisfaction by delivering seamless connectivity, advanced technology, and outstanding customer support.

Challenges

Our client faced a significant challenge in their journey toward effective and efficient Real-Time Decision Manager (RTDM) campaigns. Despite recognizing the importance of RTDM, they lacked the necessary expert resources to build campaigns effectively and efficiently, resulting in suboptimal targeting and messaging quality.

The challenge was to develop a comprehensive solution that addresses the client's resource limitations while enabling them to create impactful RTDM campaigns with precise targeting and compelling messaging. The solution needed to be focused on streamlining campaign creation, enhancing targeting capabilities, and maintaining consistent quality throughout the process.
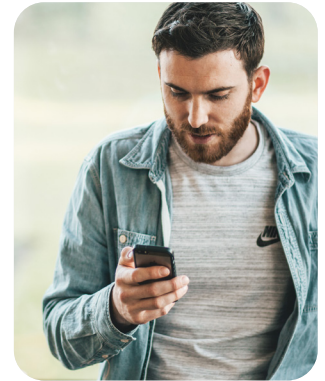
Solution

The proposed solution entails implementing several key measures to address the lack of expert resources for effective and efficient Real-Time Decision Manager (RTDM) campaigns.

1) Established documentation process to enhance onboarding

We established a documentation process to enhance onboarding and foster better communication and collaboration among teams working separately. This process will serve as a knowledge-sharing platform, ensuring that valuable insights and best practices are captured, documented, and readily available to all team members.

2) Developed custom scripts to align fulfillment processes with RTDM objectives

Our team developed custom scripts to align fulfillment processes with RTDM objectives. The solution enabled seamless coordination and synchronization by bridging the gap between these two crucial components, ensuring that fulfillment activities are closely aligned with real-time marketing efforts. This alignment improved operational efficiency and a consistent customer experience across channels.

3) Enabled additional channels for real-time use cases

Our solution explored and enabled additional channels for real-time use cases. By identifying and leveraging emerging channels relevant to the target audience, the client expanded their reach and engagement capabilities. This expansion included social media, messaging apps, and personalized content delivery systems. Integrating these channels into the RTDM strategy opened up new opportunities for real-time interactions and personalized messaging, enhancing customer engagement and driving better campaign outcomes.

4) Assisted the client in implementing personalized solution for field agents interacting with customers

We assisted the client in implementing a specialized and personalized solution for their Field Agents who interact with customers directly at their doorstep. Previously, these agents were restricted to presenting a limited number of offers to customers. The objective was to align the Field Agent channel with other channels regarding offer presentation and negotiation. Munvo played a crucial role throughout the project, participating in requirement gathering, solution design, development, and successful implementation of the solution.

Benefits

Our partnership with the client brought significant benefits, including minimized business risk, quicker development of real-time decision flows and campaigns, enablement of more retail stores with the capability to present personalized offers, improved offer arbitration process, expanded channels for real-time use cases, more efficient campaign development, enhanced testing and troubleshooting support, and streamlined internal workflows. These advantages have positioned our client for success in a dynamic market.

🏆 Results

✅ Introducing new channels enabled the client to **engage in real-time inbound marketing**, expanding their reach and enhancing customer interactions.

✅ Integration of RTDM into these new channels empowered retailers to directly offer **personalized promotions to customers**, resulting in improved engagement and conversion rates.

✅ Our team conducted automated load testing with our client to ensure that the response time of RTDM complied with the SLA, guaranteeing **efficient and effective campaign execution**.