



# Delivering relevant communications at the right time, in the right place

MarTech roadmap  
assessment and  
gap analysis

## OUR MARKETING ROADMAP ENABLED:



Personalization



Real-time  
engagement



Event-driven  
marketing



Omni-channel  
marketing



Contact Strategy/  
Customer Journey

## Canada's largest telecommunications company

needed assistance in planning priorities over the next 5 years to reach their business goals. Siloed marketing divisions made it challenging to identify prospects vs customers, unify customer IDs across platforms and channels, and develop cross-selling opportunities.



## The company's goal

was to deliver timely, personalized, and relevant communications using a customer's preferred channel of engagement. They engaged Munvo to help them assess their organizational and technological readiness to deliver their vision of future campaigns. They needed to validate their current MarTech stack and understand which tools are underutilized, can be better integrated, or limited new marketing capabilities.

## Munvo conducted an assessment to develop a MarTech roadmap by addressing current and future needs including:

- Digital strategy - focused on MarTech and customer journey
- Customer experience leadership
- Marketing modernization
- Data & analytics - including measurement, profiling, and KPIs



## Munvo developed a 5-year roadmap

that led to a marketing vision alignment across siloed marketing divisions and collaboration between inbound and outbound digital communication teams. This project enabled a better understanding of optimizations required to move from a product focused strategy to a customer centric view.

# Results

Munvo developed a 5-year roadmap by assessing the current state of data, people, process, and technology in relation to the client's vision to design. As a result, the company saw incremental lift through personalization improvements, improved business insights, and maximized existing technology investments for time-to-market.

**“** It is exciting to have the trust of one of Canada's leading telecommunications companies to provide strategic marketing transformation expertise and contribute to shaping personalized customer journey experiences, to ultimately drive increased customer satisfaction and revenue.”

— **Kim Langford**  
Marketing Operations Practice Lead

## 300% ROI

Expected increase of 300% ROI in first year



## Standardized Reports

10+ operational reports standardized



## New Capabilities

5 new capabilities enabled



## Quicker time-to-market

Reduced time-to-market to less than 6 months for first phase

