

Accelerate and optimize your campaigns and promotions processes

Increase revenue and reduce customer churn



Highlights

- Empowers marketing department to define, design, execute and optimize campaigns and promotions based on micro-segmentation analytics and business rules
 - Enables marketing and channels managers to target the right offers to the right subscriber at the right time to reduce churn with incentives for subscribers and dealers
 - Creates a centralized repository for promotions, business rules and business services for maximum reuse
 - Enables real-time, usage-based and context-based personalization of promotions/incentives to help prevent ARPU and AMPU cannibalization
-

Seeking new revenue streams

Communications Service Providers (CSPs) today face a challenging marketplace: churn rates are skyrocketing, while dealer and third-party loyalty is decreasing. Furthermore, Average Revenue Per User (ARPU) is declining and/or being cannibalized. Service providers are seeking new revenue models in the face of fierce competition, and are relying on targeted campaigns and promotions offering subscriber and dealer incentives based on real-time service usage. However, establishing and launching new promotions is complex, time-consuming and expensive. For many service providers, existing Business Support System (BSS) applications including Customer Relationship Management (CRM) systems, Operational Support Systems (OSS) applications and network elements cannot accurately and quickly define and implement tailored promotions based on real-time service usage.

Making the case for change

Real-time analytics are critical to determine the effectiveness of current campaigns and promotions. Marketing and sales managers need to analyze Key Performance Indicators (KPIs) such as ARPU, Average Margin Per User (AMPU) and churn to determine campaign effectiveness before it's too late, as churn rates and costs to acquire new customers are skyrocketing.

- 40 percent of subscribers have switched providers in the last three years.
- Subscriber acquisition cost is up to \$400 in some markets.
- 42 percent of customers switched providers due to better promotions and lower rates.

Without the appropriate customer information about usage patterns and preferences, service providers are missing out on opportunities to increase ARPU and subscriber retention.



Launch new campaigns and promotions faster

For many CSPs today, the IT departments and/or product management groups—rather than the marketing and channels managers—own the creation and maintenance of the marketing programs. Setting up and modifying campaigns and promotions can take weeks or months to implement. This time delay reduces the CSP's business agility to respond to customer demands and competitive threats.

The IBM Campaigns and Promotions Accelerator for Telecom helps speed the launch of concurrent multichannel campaigns and promotions to increase revenue streams and reduce churn. It helps service providers target the right promotion to the right customer at the right time based on real-time service usage patterns such as Call Detail Records (CDR) or network events, while providing the monitoring and reporting data to evaluate the campaign effectiveness against the KPIs set by marketing and other business leaders. Real-time analytics provide the capability to determine the effectiveness of the campaign, and updates can be made based on these analytics to optimize the campaign.

The IBM Campaigns and Promotions Accelerator for Telecom is part of the IBM [Service Provider Delivery Environment Framework](#), an open, scalable, flexible and service-oriented architecture (SOA)-based telecom industry framework that is horizontally integrated and accelerates end-to-end telecom services.

Reduce risk with a proven methodology

IBM offers a proven methodology, the IBM Quick Win Pilot: Campaigns and Promotions for Telecom, to help service providers implement a customized solution within 12 weeks that incorporates real-time analytics to trigger campaigns based on usage and determine the campaign effectiveness.

During the 12-week engagement, the IBM team helps you:

- Gather the requirements of your Campaigns and Promotions solution.
- Prepare the plan for a solution along with identifying the associated risks and rewards.
- Implement and deploy the first iteration in your production-ready test environment.

For more information

To learn more about BPM solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/bpm/csp

Additionally, to learn more about how IBM can help you leverage the Telecom Solutions Labs, contact your IBM representative, email us TSL@de.ibm.com or visit: ibm.com/telecom



© Copyright IBM Corporation 2010

IBM Corporation
Software Group
Route 100
Somers, NY 10589 U.S.A.

Produced in the United States of America
September 2010
All Rights Reserved

IBM, the IBM logo, ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.shtml



Please Recycle
