

IBM Software

# Impact2010

Comes to You



Smarter Campaigns for Telco



# Economist Magazine Q1

*“[Google, Facebook, Amazon and eBay] are uncomfortable bringing so much attention to [the large scale tracking of **customer data**] because it is **at the heart of their competitive advantage**. Data are the coin of the realm. They have a big lead over competitors who do not ‘get’ this.”*

*Tim O’Reilly*

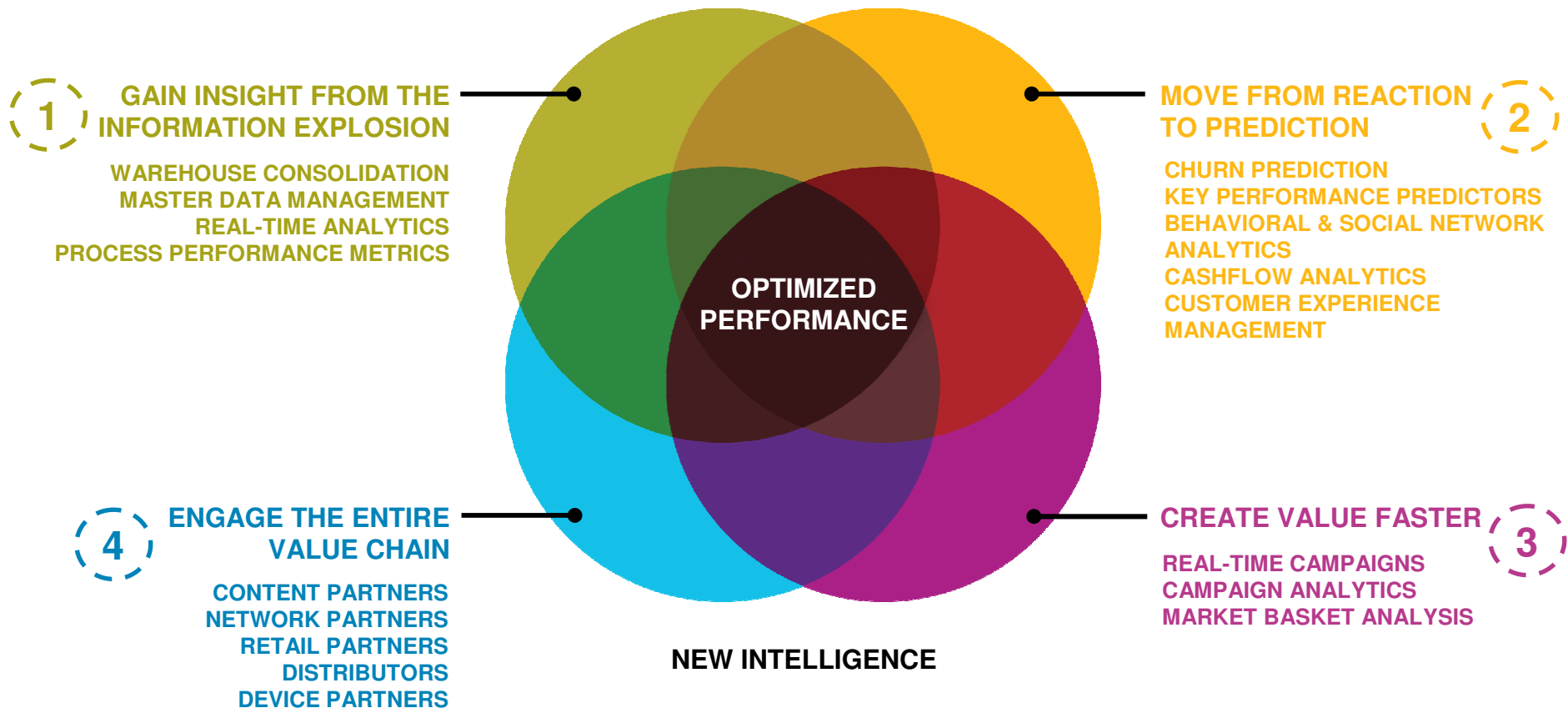


*“These new companies have built a culture, and **the processes and the technology to deal with large amounts of data**, that traditional companies simply don’t have.”*

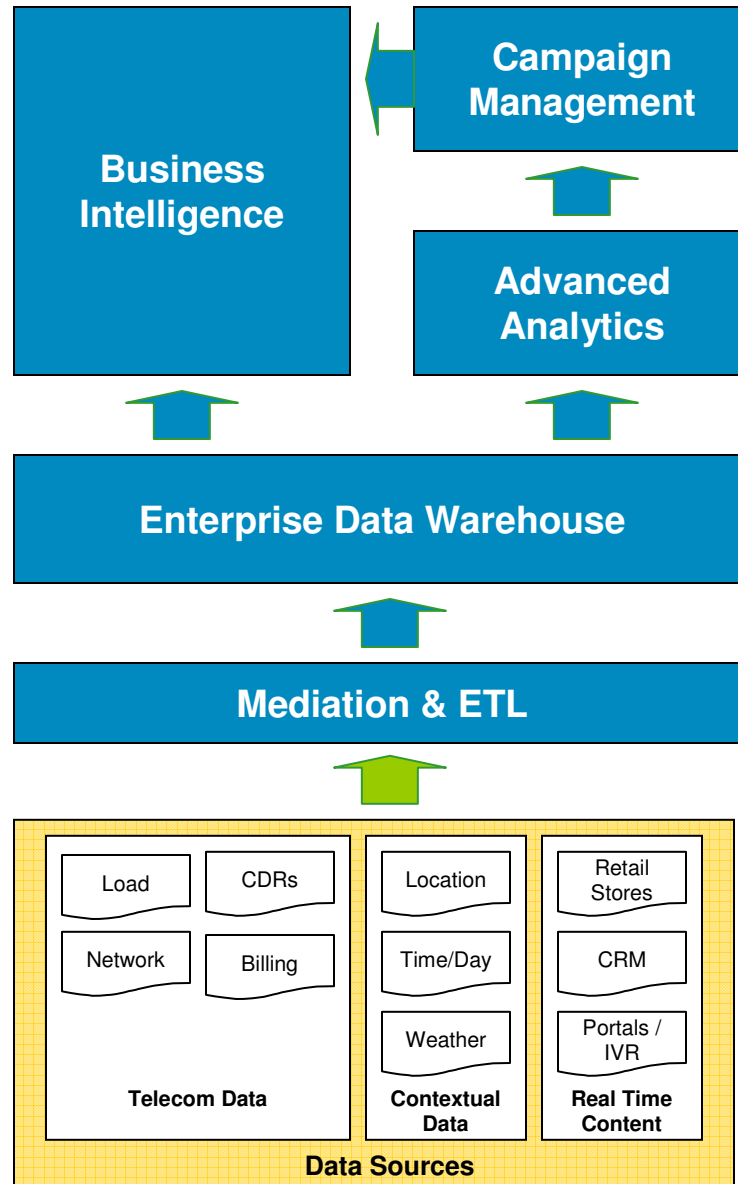
*Marc Andreessen, co-founder of Netscape*



# New Intelligence is helping smarter telecommunications companies to sell more services, keep more customers, and operate in a low-cost, highly efficient, agile environment

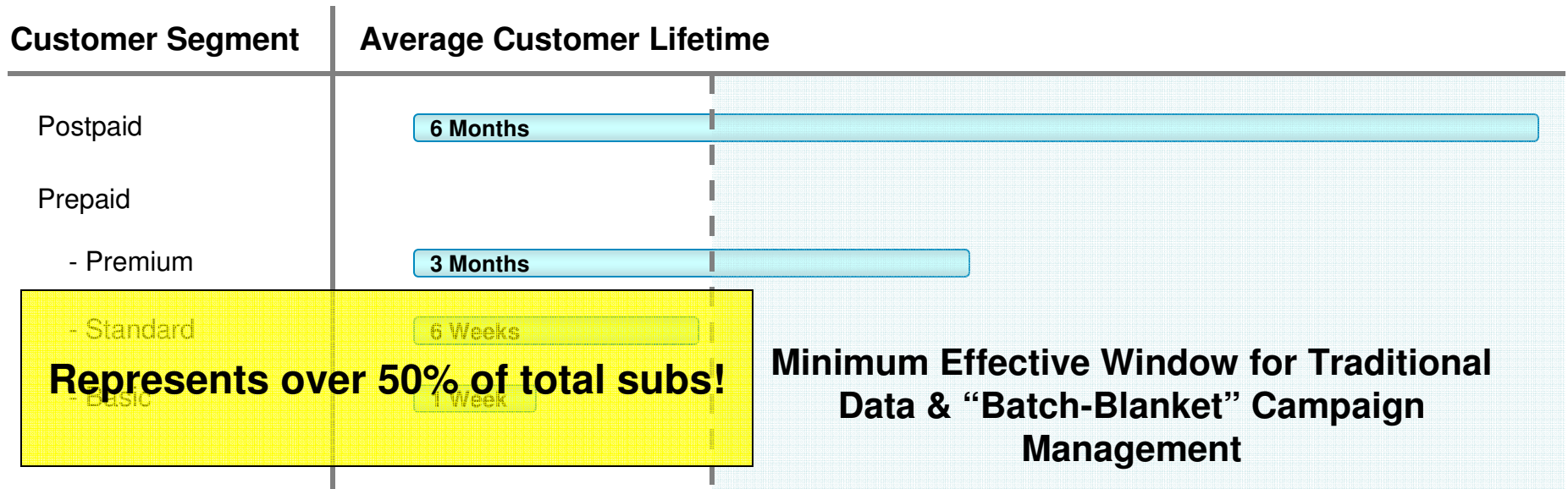


# Traditional Model of Data Collection to Campaign Execution



But there's a problem...

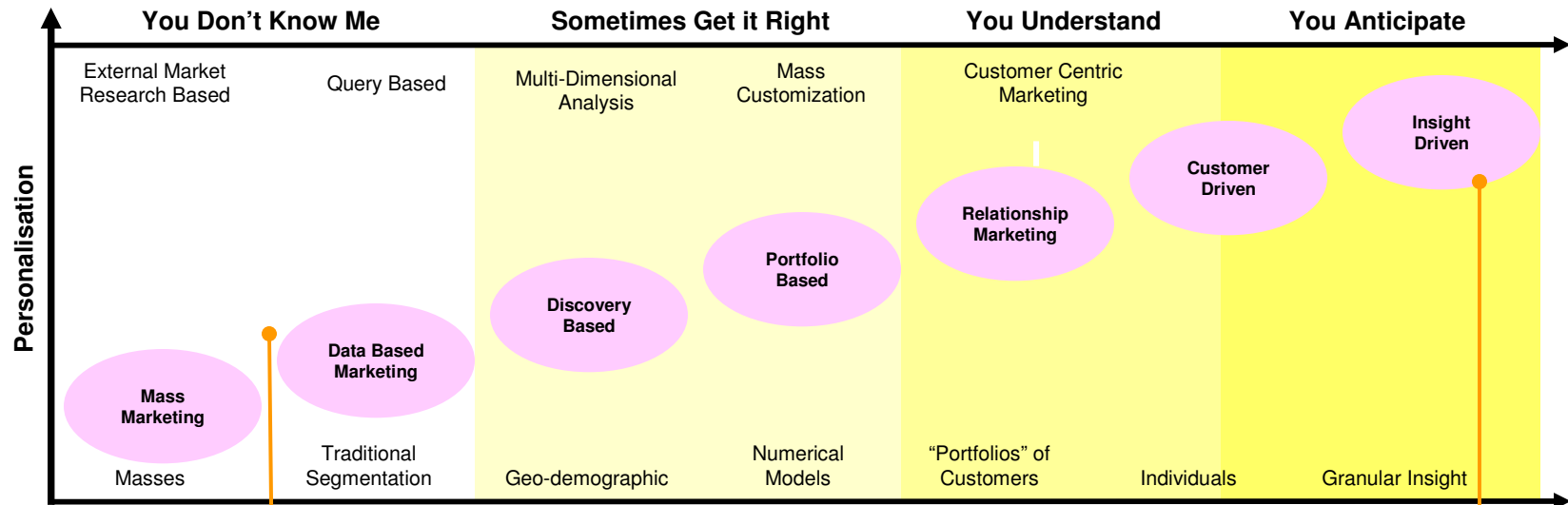
Particularly in ASEAN



- CSPs “standard and basic prepaid segments” cannot be effectively addressed using traditional methods
- Furthermore key activities of premium prepaid and postpaid subscribers are equally not addressed – **i.e. the need to respond in real time**



# IBM's approach is to provide a platform that supports a move to insight driven marketing



- Prepaid segmentation based on card reload activity and geography
- Events, "at risk" customers and VAS are not tightly integrated into campaign process
- Reports are highly manual and rely on multiple requests across various data models

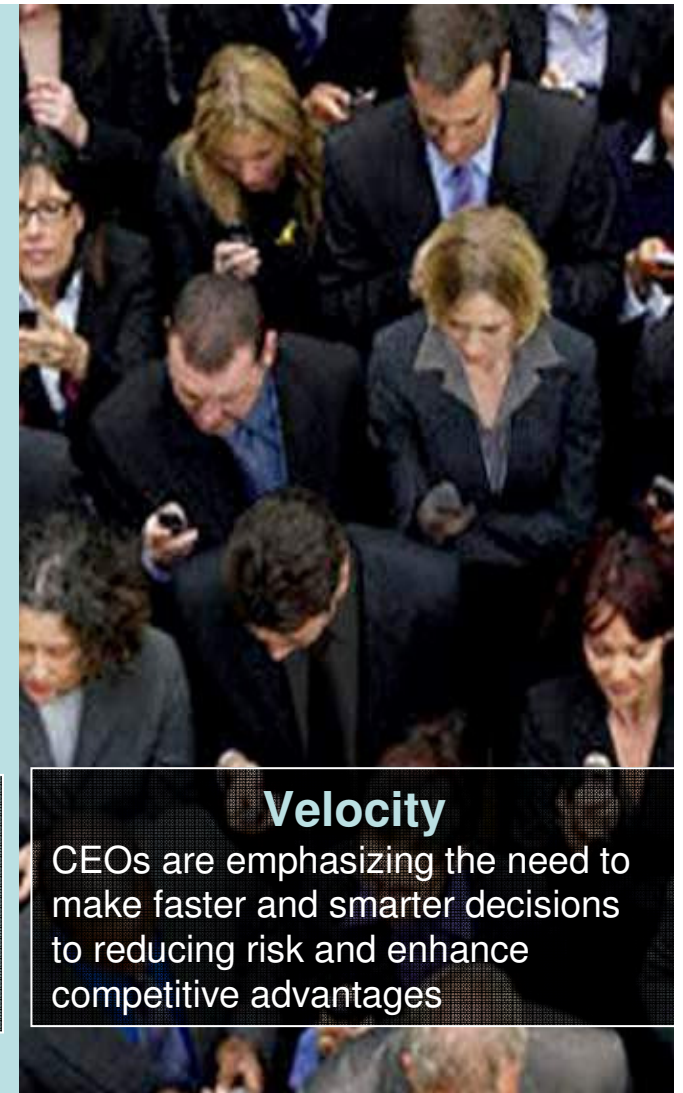
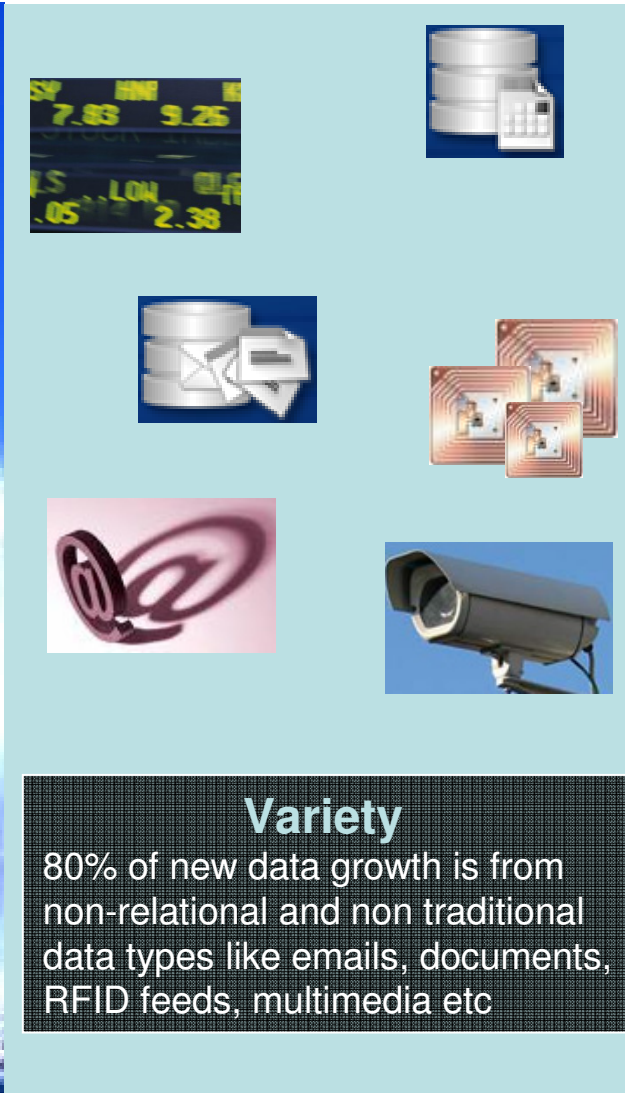


- A comprehensive marketing plan draws from a suite of tools, techniques and insights
- Greater focus on events, communities, networks and personalised propensity
- Consistent processes across the organisation allow hundreds of concurrent campaigns
- Use information & process as a competitive advantage

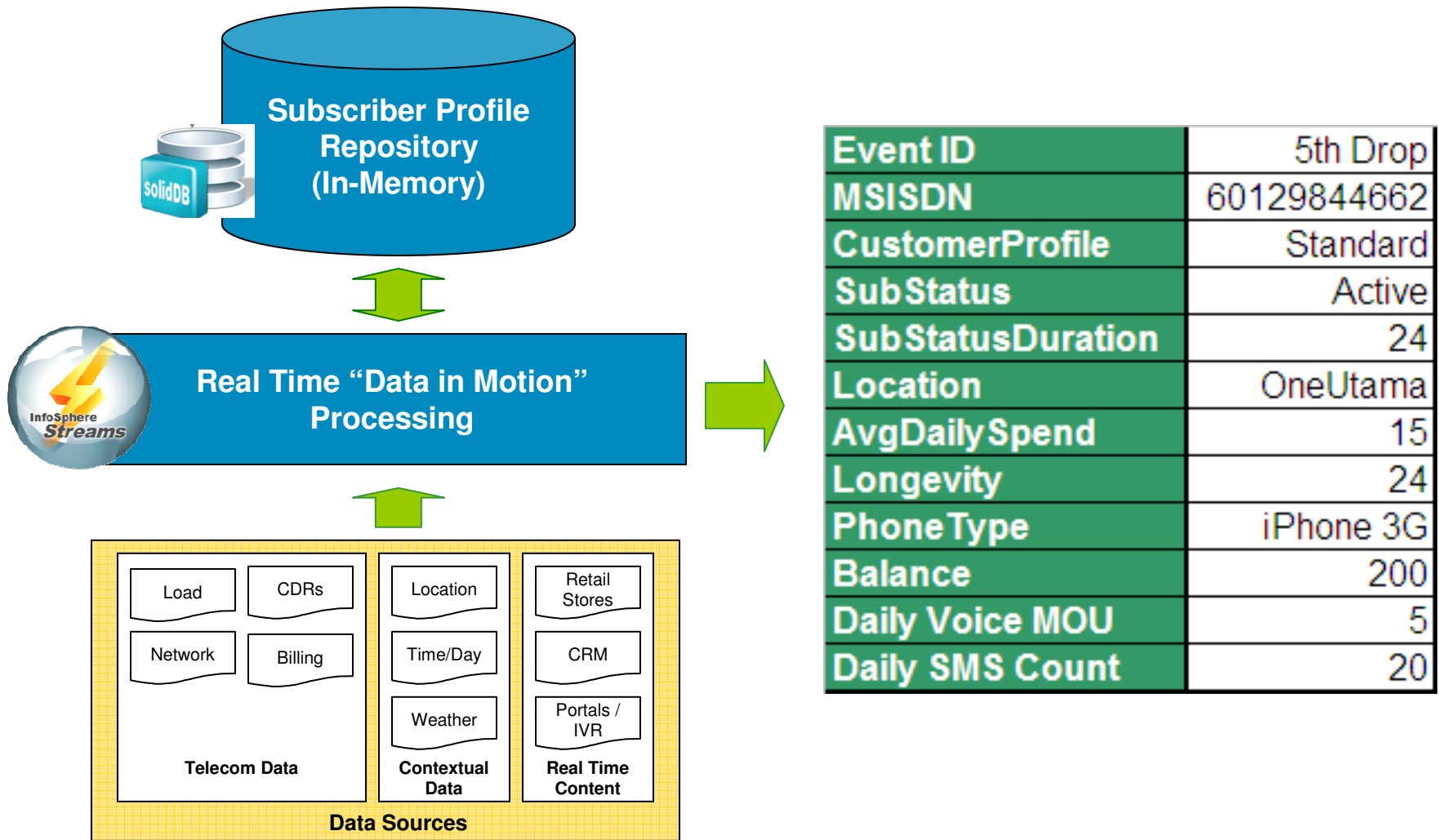
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# Responding in Real Time Challenges



# Real Time Processing for Campaign Execution





## Now so what...

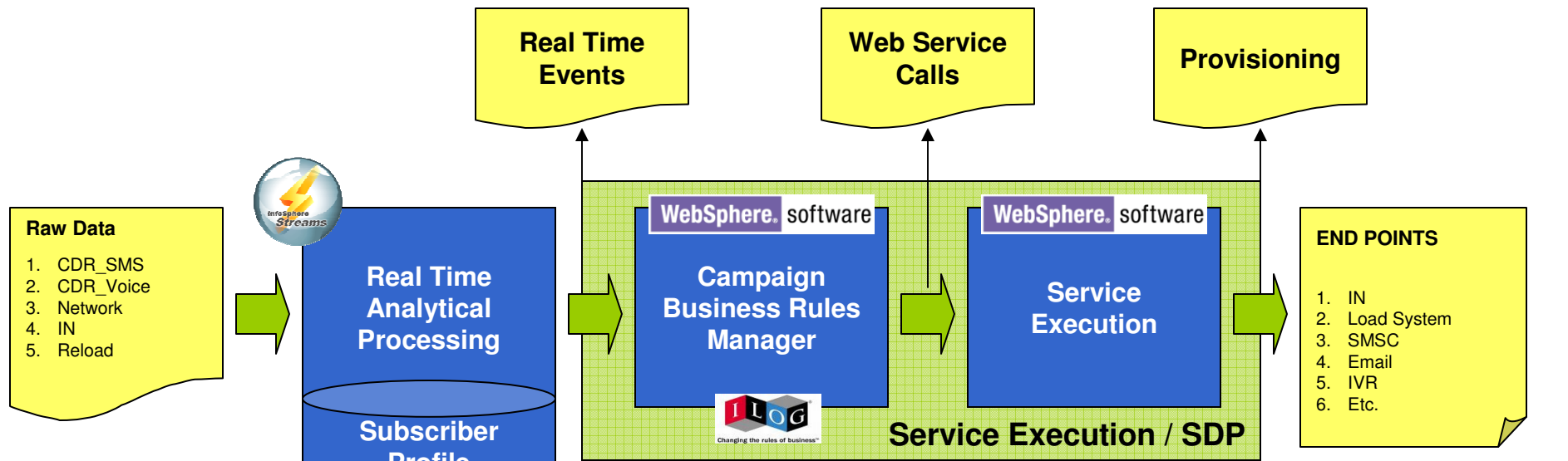
- We have a customer in danger of churning due to poor customer experience – e.g. 5 dropped calls within an hour
- Marketing can construct an appropriate personalized /targeted response that will be executed in real time
- This example focuses on the retention phase of a customer lifecycle - equally the up-sell lifecycle phase could be addressed with different events

Event ID	5th Drop
MSISDN	60129844662
CustomerProfile	Standard
Sub Status	Active
Sub StatusDuration	24
Location	OneUtama
AvgDailySpend	15
Longevity	24
Phone Type	iPhone 3G
Balance	200
Daily Voice MOU	5
Daily SMS Count	20



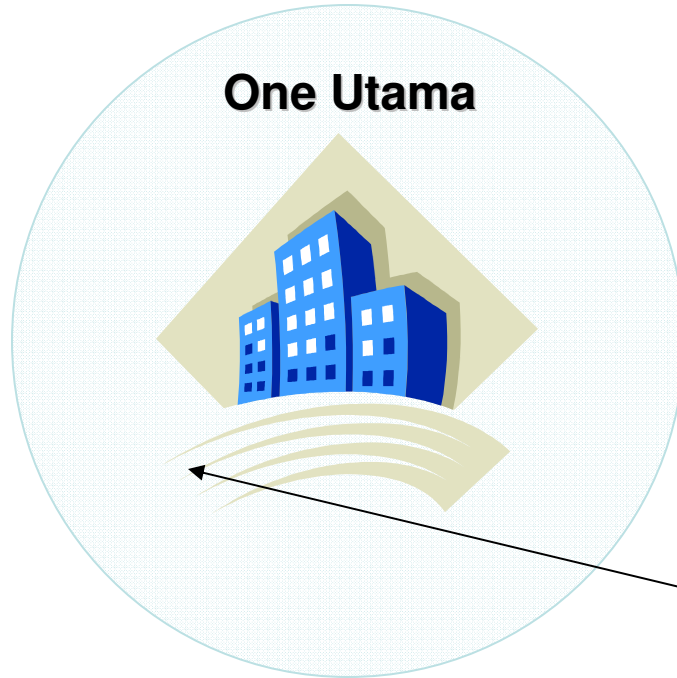
# Smarter Promo Solution Flow

**COGNOS Now!**  
Dashboards/Reporting illustrating campaign performance



MSISDN	SMS Count	Voice MoU Count	Sub Status	Sub Status Duration	Etc...
XX-XX-XXXXXXXX	x	x	Grace	X	x
XX-XX-XXXXXXXX	x	x	Active	X	x
Etc...	x	x	Inactive	x	x

# Real Time Location Based Marketing

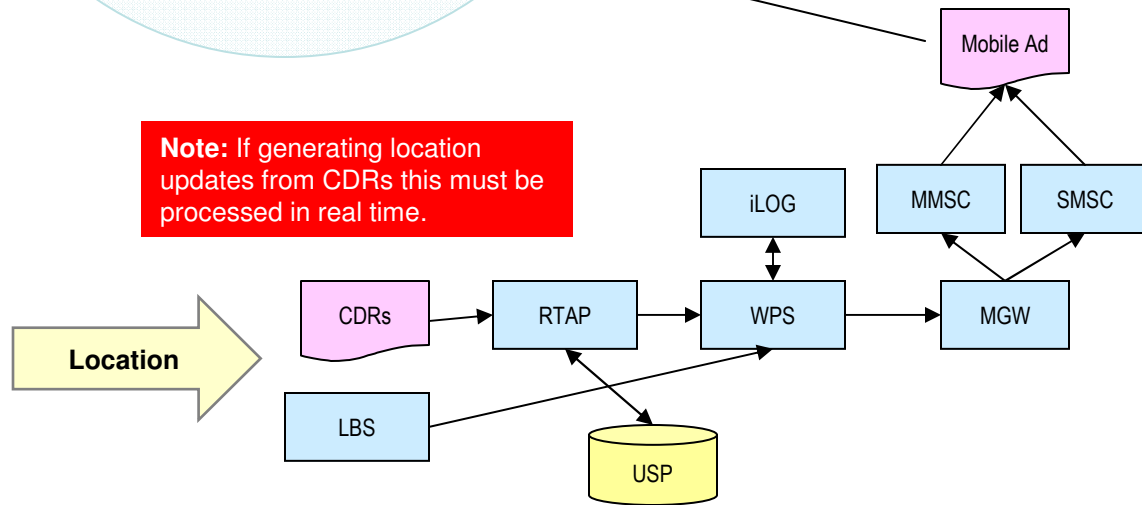
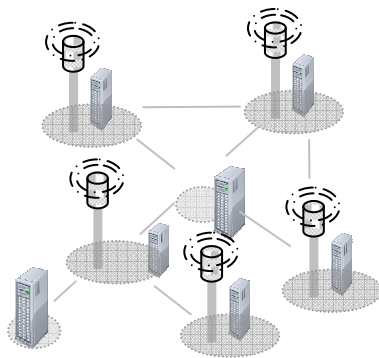


**Starbucks Promo @ One Utama**  
 Free Cookie with any drink purchase

Marketing Conditions:  
 Sub is Youth, Longevity >5days, Status Active,  
 Location Plaza

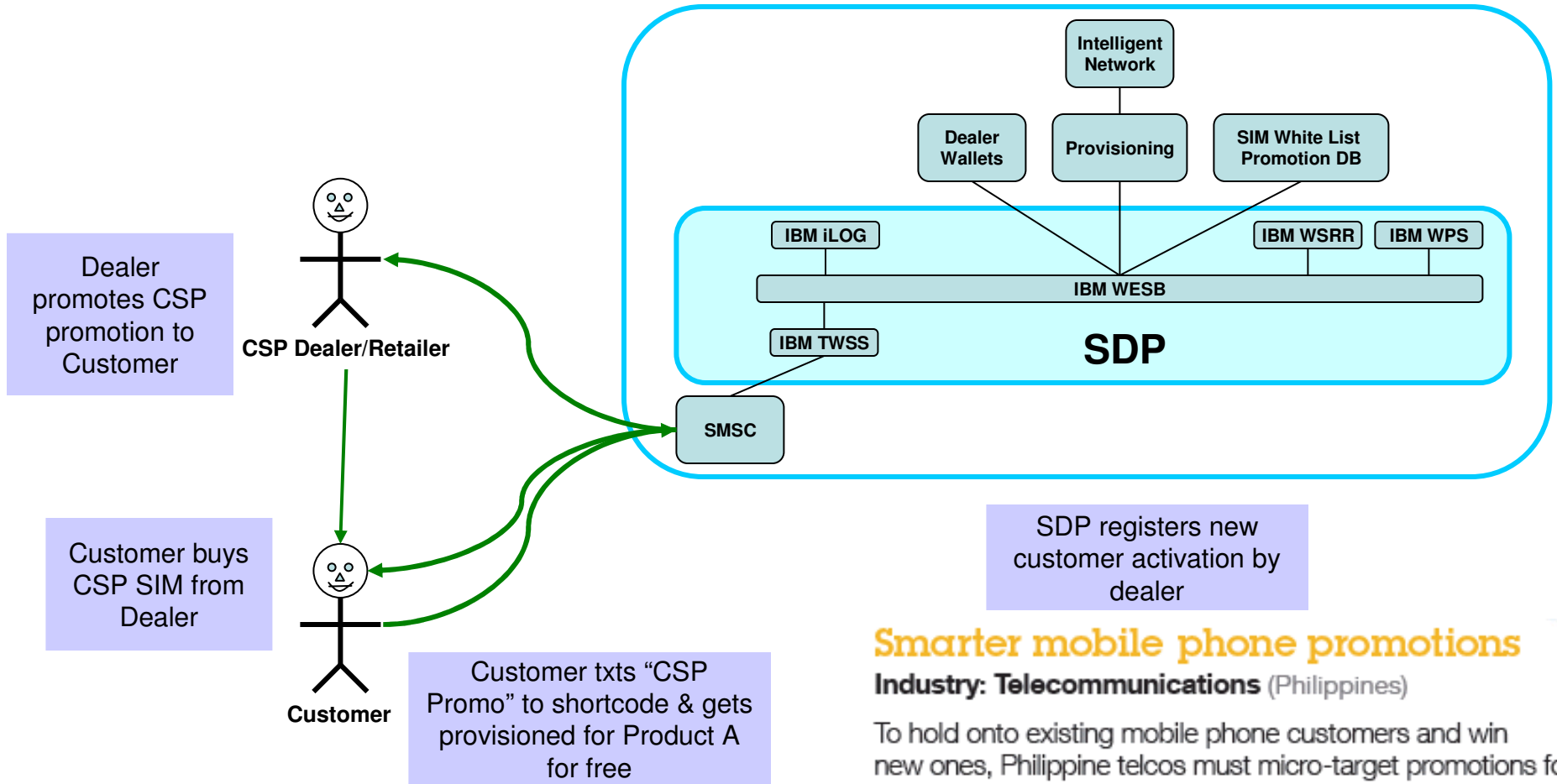


**Note:** If generating location updates from CDRs this must be processed in real time.



# Real Time Promo Rewarding for Dealers

**Promo:** For every 10<sup>th</sup> new SIM activation dealer receives instant wholesale credit of Rp25K and RM250K on every 50<sup>th</sup>



SDP registers new customer activation by dealer

## Smarter mobile phone promotions

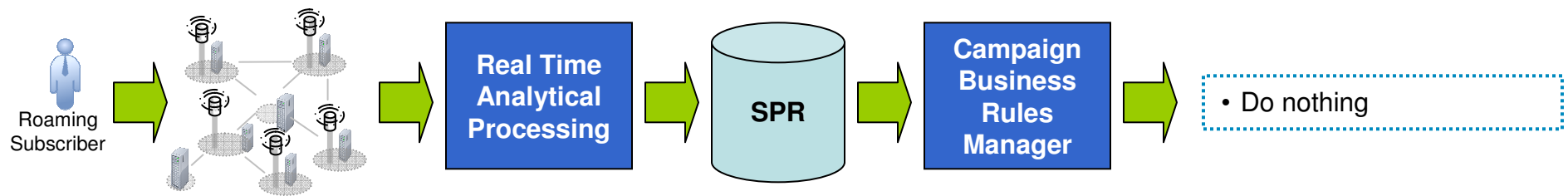
Industry: Telecommunications (Philippines)

To hold onto existing mobile phone customers and win new ones, Philippine telcos must micro-target promotions for new services, in real time. Globe Telecom's smart Toolbox has cut the preparation time for launching service promotions from 40 weeks to three weeks, increasing Globe's sales by 600 percent.

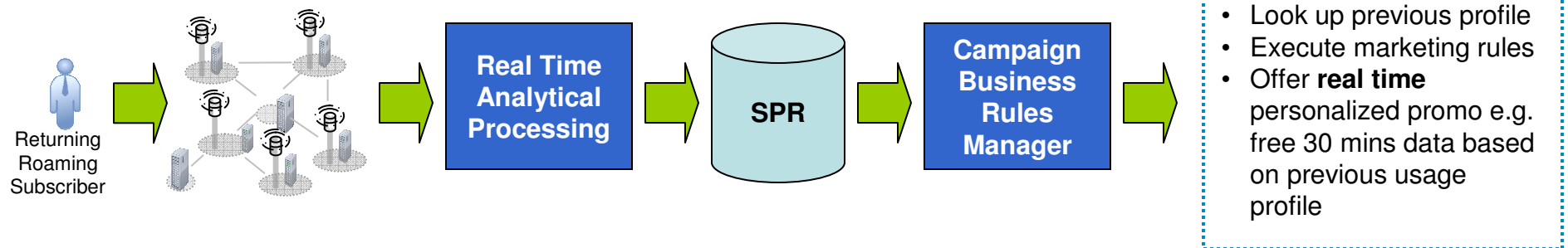


# Roaming Profiling & Real Time Retention Seizure

June 7: inbound roamer attaches 1<sup>st</sup> time and is on-off network until June 11 then disappears



June 29: inbound roamer attaches n<sup>th</sup> time

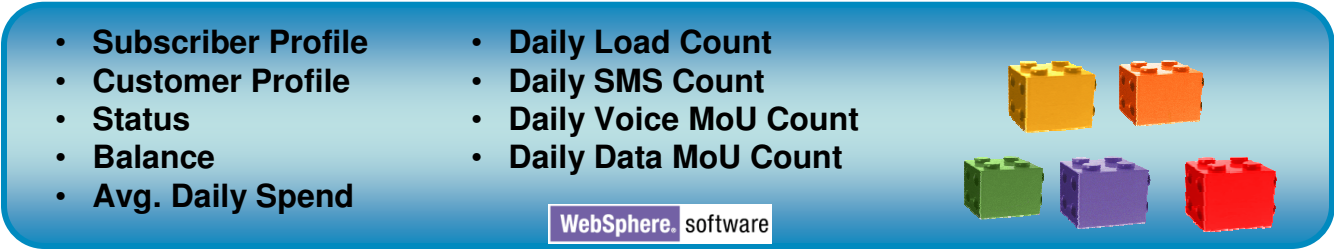


# Promotion Agility

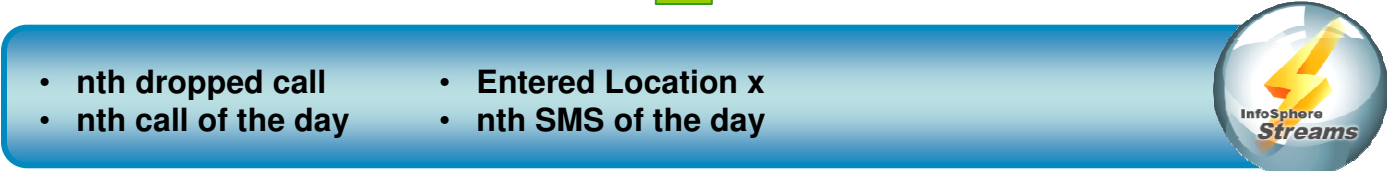
Promotion Catalogue



“Agile” Business Rule Driven Promotions

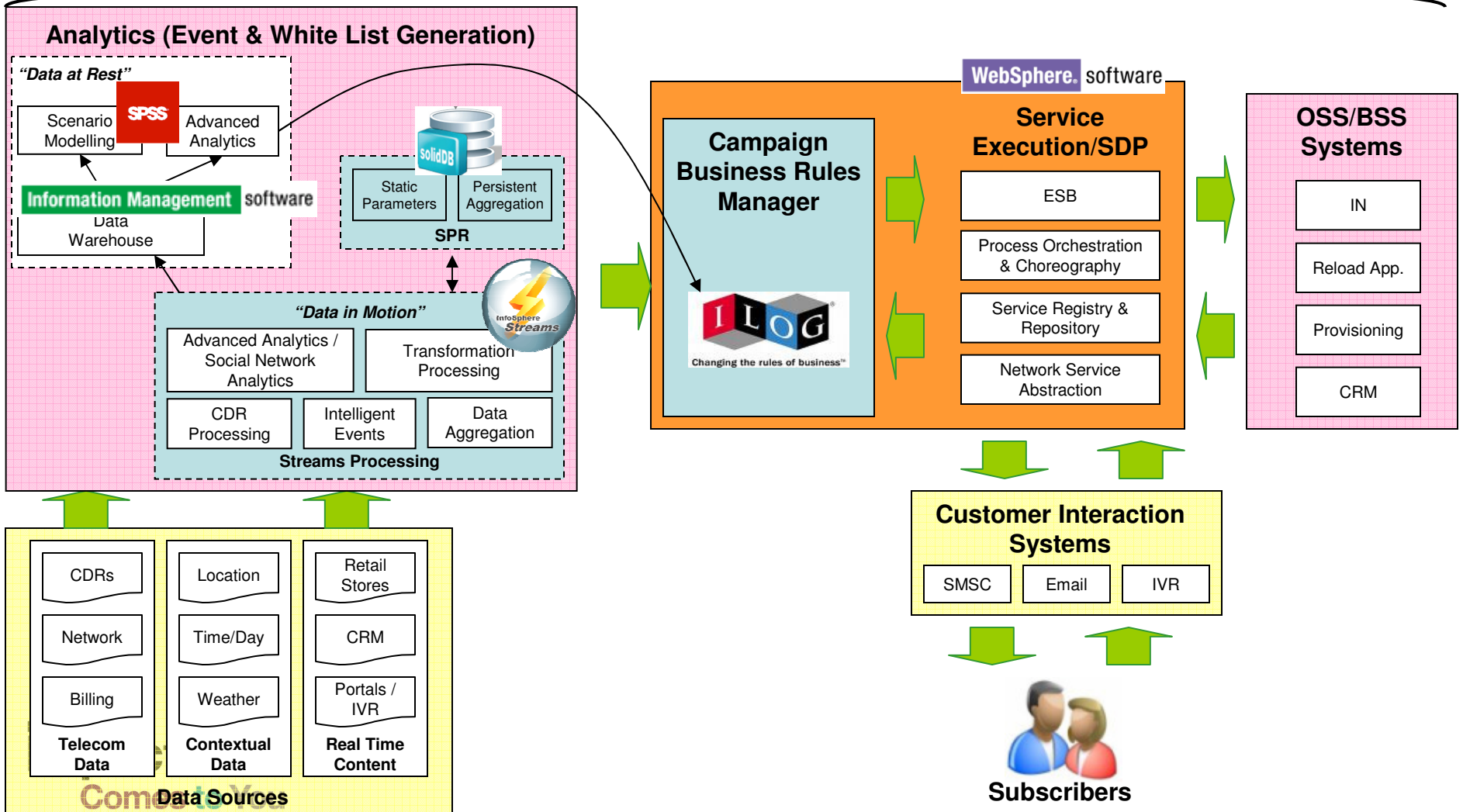


Real Time “Foundational” Event Generation

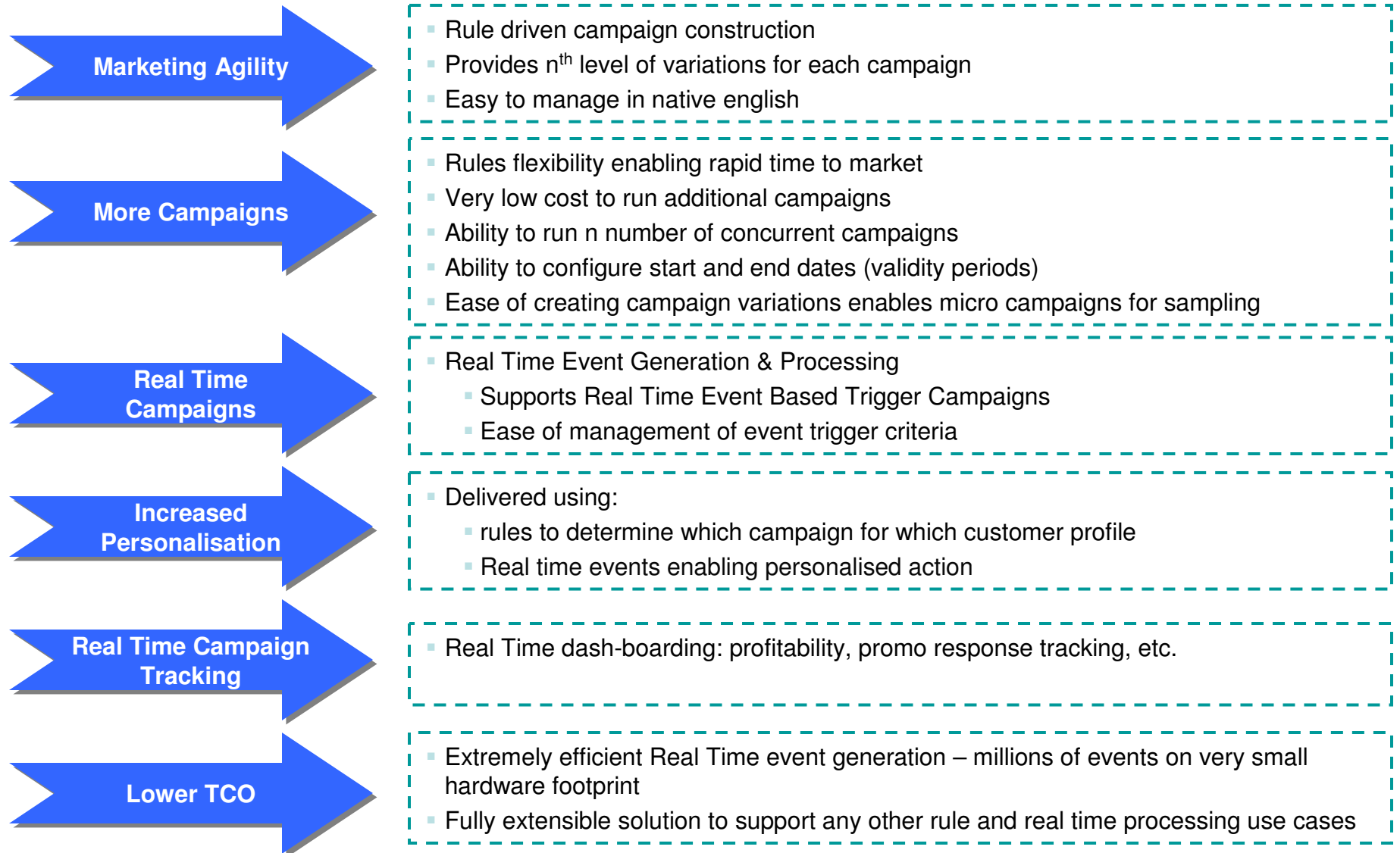


# Real Time Campaign Reporting & Analysis

**COGNOS**  
**Now!**



# IBM Real Time Promotion Solution Benefits





# Thank you

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