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eBrief

Single Customer View for Telecommunications

How to Turn Your First-Party Data
Into a Strategic Business Asset

Table of Contents

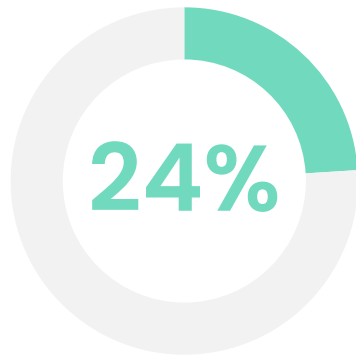
- 03** The Growing Importance of a Single Customer View
- 05** Modernizing Your Tech Stack for Activation
- 06** Driving Growth from a First-Party Data Strategy
- 13** Enabling Transformational Growth with BlueConic

The Growing Importance of a Single Customer View

Traditional telecommunications companies are at a critical crossroads. While coverage and speed are improving with investments in 5G, the rise of new mobile tech, messaging apps, and over-the-top services have eroded legacy revenue streams and diminished subscriber growth. At the same time, the industry continues to have difficulty meeting rapidly changing customer expectations, which are shaped by the simple, personalized interactions offered by digital natives like Netflix, Apple, and Amazon.

As if this wasn't enough, COVID-19 hit and led to an unexpected surge in fixed- and mobile-network traffic and access demands. While traditional telecommunications companies rose to the challenge by connecting people to work, school, family, and healthcare, the pandemic accelerated a number of macro factors that were already disrupting the status quo:

- Cannibalization of voice, messaging, and video services by non-traditional players such as Microsoft, Facebook, and Google
- Legacy processes and systems that make it difficult to compete against nimbler, digital-native services and disruptive technologies
- Large-scale M&A activity that has created a growing number of data and technology silos across an expanding portfolio of brands, products, and plans
- Rising third-party cookie restrictions and consumer data privacy regulations (GDPR, CCPA, etc.) that impact the way data is collected, stored, and used for marketing and personalization



Telecommunications companies have the lowest-average Net Promoter Score® (24%) with B2B and B2C customers alike compared to more than a dozen other industries.¹

All these factors are resulting in the need for greater business agility, a shift away from third-party data, and the adoption of a new, smarter customer engagement model that's privacy-compliant and creates value for customers.

For traditional telecommunications organizations that want to level the playing field with digital-native services, this means embracing strategic initiatives that fundamentally transform how their business understands and interacts with customers. This transformation should be grounded in making the single customer view accessible to growth-focused teams (e.g., marketing, digital product, customer experience) to power their customer acquisition, engagement, and retention efforts.

More specifically, the outcome should be to:

- Reduce the gap between having consumer data and acting on it
- Get things done faster and in a more intuitive and/or automated way
- Make testing new programs smarter, less risky, and more scalable
- Recognize and engage consumers across channels and touchpoints
- Offer new, more relevant and timely personalized customer experiences
- Mitigate consumer data risk and manage consent across channels

In addition to rethinking legacy organizational structures as part of the strategic vision for the future, telecommunications companies are also auditing their tech stacks and evaluating solutions to meet their business needs.

¹ <https://customergauge.com/benchmarks-report/>

Modernizing Your Tech Stack for First-Party Data Activation

The telecommunications industry has an advantage over others due to the sheer breadth and depth of first-party data it collects in the normal course of business. The problem is the data lives in billing, CRM, order management, and other siloed systems that each have their own unique way of storing data and recognizing customers.

For example, some companies have invested time and money into a centralized data solution, but it doesn't enable business users to actually do something with the data — and especially not with the speed in which they need it. They still have to wait on overburdened IT teams or costly external agencies to query and normalize the data, which is days or weeks old by the time it's ready for use.

As a consequence, departments across the organization are left to make critical decisions based on a partial view of the customer, creating disjointed and unsatisfactory experiences that lead to high levels of churn.

Most telecommunications companies recognize the need to modernize their operational processes and tech stack in order to provide subscribers with relevant and personalized experiences that not only provide value, but also respect their individual privacy preferences.

This modernization is leading to widespread adoption of customer data platforms (CDPs) that not only create an actionable single customer view, but also give that unified profile data back to growth-focused teams and their tools in a format they can use to gain insights and effectively orchestrate individualized experiences across all customer touchpoints in ways that weren't possible before.

Driving Growth from a First-Party Data Strategy

While building a single customer view is the strategic vision for many telecommunications companies today, there are many growth initiatives tied to that vision, including:

- Cross-channel customer lifecycle marketing
- Analytics and data science democratization
- Digital experiences that foster loyalty

These growth initiatives are cross-functional by nature. In almost every case, there are multiple business teams involved in seeking new (or expanding existing) sources of revenue, data, and/or competitive advantage.

Cross-Channel Customer Lifecycle Marketing

Often, the benefits of an accessible and actionable single customer view that first come to mind are delivering personalized experiences and product recommendations or reducing ad waste with refined audience targeting and suppression efforts.

However, there is an even greater growth opportunity to be realized when a single customer view is in the hands of day-to-day business technology users.

For years, telecommunications organizations have been stuck in an endless cycle of trying to replace lost customers with new ones. Under pressure to meet quarterly financial goals, they resort to running aggressive, short-term customer acquisition campaigns that offer discounts, provide free access to premium channels, lift data caps, and more – only to lose those customers once the promotion ends.

With access to a single customer view, telecommunications companies can shift from a campaign-centric approach to a customer-centric approach that prioritizes true, end-to-end customer lifecycle marketing.

Lifecycle marketing is the use of data and insights to identify priority customer segments then execute cross-functional programs to move those customers through their journeys – from acquisition and upsell to cross-sell and retention.

For example, your marketing team can design innovative, cross-channel lifecycle programs that precisely target prospective customers on Google and Facebook with relevant ads and offers based on their interests and browsing behavior while suppressing existing customers; upsell and cross-sell existing customers across website, mobile app, and email based on their history; and provide at-risk customers with offers that are as good as or better than what they currently have to reduce churn.

Successful customer lifecycle marketing starts with transforming the underlying marketing operations and processes to make them more efficient. Before your marketing team can create coordinated, targeted interactions for all customer lifecycle stages, you must first address operational challenges by:

- Eliminating steps in current processes to get the desired ROI faster
- Enabling marketers to rely less on IT teams and external agencies
- Maintaining a state of timely and personalized customer interaction

[Read our blog post](#) to learn more about how you can overcome these operational challenges and elevate your lifecycle marketing efforts.

Analytics & Data Science Democratization

For many telecommunications companies, a vital growth initiative is democratizing analytics and data science across the business to both uncover meaningful customer insights and quickly act on those insights in new ways. For example, many telecommunications organizations have started down the path of using next-best-action (NBA) models to deliver the most relevant offer or service to customers at key moments in their journey. But these models can be complex and time-consuming to build for data science and business intelligence (BI) teams hindered by fragmented customer data sources and systems.

Driving dynamic, personalized interactions across channels requires operational solutions that bridge the gap between the output of data science and analytics and other non-technical parts of the business responsible for engaging customers and driving growth.

The best way to achieve this is by:

- Eliminating external costs, manual steps, and/or redundant technologies to make the end-to-end process more efficient
- Enriching data in web analytics, journey analytics, and BI tools
- Enabling teams to act on the output of customer analytics tools in a way that allow them to iterate more quickly as well as test and learn in a non-cost-prohibitive manner

- Empowering technology users without robust analytics or data science skills to use these capabilities in a scalable, streamlined way
- Utilizing segmentation as a form of insight by coupling multiple attributes such as age, previous purchases, interests, and location with what customers are doing right now

The telecommunications companies that have embraced modern tech like a CDP to achieve a single customer view are able to take their customer engagement strategies to the next level while improving operational efficiencies by democratizing analytics and data-science capabilities across the entire organization.

Business users without technical skills or SQL knowledge can use out-of-the-box predictive models specifically created for acquisition, churn, reactivation, and more and immediately act on the output to boost revenue, increase sales performance, and improve customer lifetime value.

[Read our blog post](#) to discover the types of customer analytics tools telecommunications companies leverage to democratize analytics and data science across their businesses.

Customer spotlight

A multinational telecommunications company had bold ambitions for the retention and growth of its customer base across a variety of its sub-brands and products. Its strategic vision for the future was built on a massive “personalization-at-scale” program that would put the customer at the center of everything it did. But with its data sitting in silos, the business was left with an incomplete picture of its customer. Like most telecommunications companies with multiple brands, the organization’s impressive organic growth and acquisition activity had resulted in mountains of fragmented customer data sitting in disconnected legacy tools.

To execute on its customer-centric vision, the company knew it would first have to change the way its data and analytics team operated in terms of process and tech. Only then could it completely un-silo its data to build an actionable single customer view, enabling business teams to operate with the agility necessary to immediately move from insight to action and deliver real-time, personalized experiences.

By implementing BlueConic to support its vision, the telecommunications company was not only able to unify its first-party customer data for a single customer view, but also roll out an entirely “new way of working” that eliminated previous bottlenecks and promoted cross-functional collaboration, leading to outsized gains in operational efficiency and saving the company \$30K+ per year.

Within the first 11 months of using BlueConic, the business created over 2.8 million individual profiles for prospects and customers. With unified, actionable data at its fingertips, its marketing org can build robust, multi-dimensional segments; send personalized messaging through email, web, SMS, and in-app recommendations; create lookalike audiences for use on its social channels; and automate coordinated messaging in their cross-channel lifecycle marketing programs for cross-sell and upsell, which has driven a 40% increase in conversions.

Moreover, non-technical marketers at the company are able to leverage pre-built models in BlueConic’s AI Workbench to predict customer churn and customer lifetime value, and use this insight to deliver personalized and automatic churn-prevention offerings across email and web channels.

Digital Experiences That Foster Loyalty

One of the hottest growth initiatives for telecommunications companies right now is building compelling digital products and experiences that foster greater loyalty among customers.

For example, many telecommunications businesses have introduced full-service smartphone apps that not only guide customers to the best product, pricing, or bundle given their needs and behaviors, but also offer one-click service subscription and instant connectivity. Others are offering mobile and online billing and self-service solutions to remove obstacles to payment and help customers and businesses quickly resolve their issues.

These efforts create a mutually beneficial experience for the customer and business by improving customer service and satisfaction while reducing customer care costs.

But before telecommunications companies can design new digital products and experiences, they must first address their core operational challenges. This starts with asking key questions.

Notably, how can the business:

- Power data to and collection from digital customer experiences?
- Build experiences using first-party data no competitor can replicate?
- Use high-quality data to improve the relevance of interactions at scale?
- Drive dynamic, highly personalized interactions across channels?

T-Mobile wanted to connect with customers in the Netherlands and improve its customer satisfaction rate during a year of lockdowns brought on by the global pandemic. So, the company executed a series of loyalty campaigns, including a digital easter egg hunt created for its website that was designed to spread happiness.

By connecting its campaign management platform to BlueConic, the company was able to create a single customer view that made it easy to identify online users and serve them their personalized easter eggs. Using this connection, T-Mobile knew when someone found an easter egg and was able to trigger a real-time, personalized message with the found eggs along with voucher codes to redeem their gifts.

The campaign not only improved T-Mobile's TRI*M score, but also drove a significant lift in renewals. Moreover, the company was able to increase the number of known-versus-anonymous visitors to its site and use that info to trigger personalized interactions for each individual based on data stored in their BlueConic profile.

Enabling Transformational Growth with BlueConic

Turning first-party data into a strategic asset is the future of telecommunications. Our CDP has become an essential solution for telecommunications companies seeking to drive operational efficiency, power their growth initiatives with data, and level the playing field with digital natives.

BlueConic does this by:

- **Prioritizing the proximity of data to consumer-facing engagement:** Unlike legacy databases such as CRM and data lakes that are typically designed for purposes outside consumer engagement, our CDP centralizes data into unified profiles and makes it readily accessible for real-time, cross-channel activation.
- **Reducing the time and effort between data insight and action:** Take your consumer analytics efforts to the next level when you apply machine learning capabilities offered in our customer data platform to unified first-party data that is connected to your company's entire data and technology ecosystem.
- **Increasing business agility and resilience:** Business priorities and economic conditions change regularly. BlueConic provides you with a solution that can flex to your unique data needs, enabling teams across your entire organization to quickly adapt to sudden changes and take advantage of new opportunities.

blueconic

Liberate your data

Learn how to transform your relationships with consumers and unleash business growth with our customer data platform.

[Request demo](#)



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