Strategy
for success

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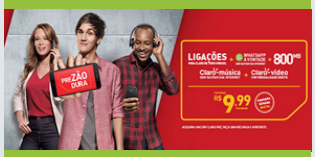
Inspiring

THE INSPIRING SOLUTION FOR CUSTOMER ENGAGEMENT

Customer Engagement Solution

New Customers	Active Customers	Loyal Customers	Churners
			
Acquire	**Develop**	**Maintain**	**Retain**
New customer acquisition	ARPU boost	Up-sell / Cross-sell	Winback
Member get member	Payment / Top-up stimulation	Loyalty & Gamming campains	Multi SIM Capture
New services trials	Consume stimulation	Partner offers (voucher / coupons)	Inactivity Pervention

Engaged Customers -> Increased ARPU

Company strategy
Portfolio & Channels

Better UX
Personalization, Channel, Context

Customer needs
Patterns & Preferences

Mobile Operators | How to improve revenues?

Mobile Network Operators are going through a period of already significant drop in their revenues. In fact, the decrease in revenues generated by SMS goes up to 30%, on international voice calls about 20% and in roaming 15% (in the European Union area will certainly be higher). The spread of OTT applications is being largely responsible for the drainage of revenues. Applications like WhatsApp, Viber and others already account for about 80% of message traffic. For its part, Skype already accounts for over 30% of international calls.

Cumulatively it is not easy to monetize the growing data flow in networks requiring additional investments and increasing operational costs with either local access or with the international access. All this has led to recurring decreases in ARPU (average revenue per user). How can operators react to change this trend?

The intensification of competition has led to crushing prices, giving operators little scope to increase revenues by increasing prices. Having Customer bases very diverse, campaigns for the entire base have high marketing costs and often results away from the objectives.

To have effective marketing campaigns it is essential to know the pattern of consumption of each client and based on that knowledge to direct campaigns specifically designed to target sets. Easier said than done!

Many operators do not have adequate tools to understand in each moment each customer such as the level of consumption, recharging actions and expectations, among others.

The selection of the appropriate tool that allows to manage at this level a customer base, in most cases of millions of customers, will allow the operator:

1. to retain clients without causing price erosion and improving retention costs
2. to identify customers with the right profile and eagerness to up-selling and cross-selling activities
3. to bring new customers

Customers Engaged and Increased ARPU

Customer segmentation is not enough anymore. Personalization is required!

People communication is multichannel and very intense along the day. To get customer attention, the operator needs to act at the right time, with the right offer personalized and contextualized.
Customer Engagement Solution means Real-time Interaction personalized and contextual based on analytics serving both telecom customers and resellers engagement.
Computational Platform: COTS (Commercial Off The Shelf) physical or virtual servers or Cloud Private/Public.

The Digital Customer Engagement concept

Operators must understand the customer needs and behaviour alongside his lifecycle to take advantage of opportunities for developing better habits and understanding of their service portfolio and relationships channels (digital or not). To do it better, operators needs real-time marketing with one-to-one approach, managing Offers and Promotion actions in accordance to Customers.

- Associate the right customer to the right product/service:
  - Build a 360º customer view to identify interests, users, etc.
  - Recommend to customers the right kind of product or service based on his profile
- Send communication on the right moment:
  - Customer's mood changes during the daytime or weekdays
  - Channel preferences and localization also changes during daytime or weekday
- Develop a segmented or 1-to-1 pricing strategy
  - Increase additional gain selling to customers segment in line with price sensitivity
  - Reduce energy waste with non-willing customers

Customer Engagement goes through the entire customer life cycle aiming real personalized Customer Experience

- ACQUIRE New Customers
  - New customer acquisition
  - Member get member
  - New services trials
- DEVELOP Active Customers
  - ARPU boost
  - Payment / TOP-UP stimulation
  - Consumption stimulation
- MAINTAIN Loyal Customers
  - Up-sell /Cross-sell
  - Loyalty & Gamming campaigns
  - Partner offers (voucher / Coupons)
- RETAIN Churners
  - Win back
  - Multi SIM capture
  - Inactivity prevention

Inspiring Customer Engagement offers a complete solution, based on high performance core products:
• IEP Inspiring Engagement Platform • IBPS Inspiring Business Process Server • IApp Inspiring Engagement App

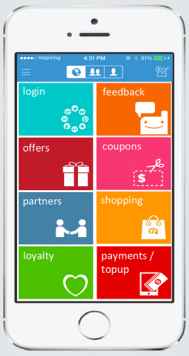
IEP Inspiring Engagement Platform

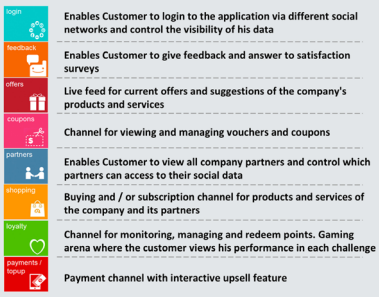
Cloud based multi-channel relationship, campaign and loyalty platform, designed to enable companies incentivizing, recognizing, and rewarding customers and sales force for any action they take. Based on a modern architecture the IEP Platform provides a visual, and intuitive user interface.

IBPS Inspiring Business Process Server

IBPS is an innovative process machine, designed to manage the execution of high frequency and short-lived business processes by using a comprehensive set of visual models to build process models and decision logic.

IApp Inspiring Engagement App





Inspiring Customer Engagement | Main features

ADVANCED SEGMENTATION - Quickly segment your customer base in real time and ensure offers only go to those eligible and likely to respond. Improve the relevance and accuracy of any campaign and reduce wastage and windfall effect.

REAL-TIME OFFERING - Deliver messages instantly to react to customer input and activity fed into IEP from a large variety of data sources. Thousands of marketing campaigns can be executed simultaneously.

CAMPAIGN LIBRARY - Single point of campaign management; Store and quickly re-use or modify a history of campaigns your own previous campaigns.

EASY OF USE - Back-office tool for campaign management with drag and drop user interface resulting in better campaign planning, tracking and measurement. Clear separation between business and marketing rules

MULTI-CHANNEL INTERACTION - Allow customers dialogue and interaction via the channel they prefer providing centralized management of customer communication. IEP can integrate with most of messaging systems e.g. SMS, Email, Web and Mobile Apps.

REAL-TIME REPORTING - Real-time tabular and graphical overviews of campaign performance over time, including results from the Control Group vs Target Group

REAL-TIME PROVISIONING - Easily create, manage, and provision any type of product or bundle-offer using IEP product catalogue feature.

GAMIFICATION MECHANICS - Improve customer engagement generated by marketing campaigns. Engage your customers using gamification to provide recognition, rewards for accomplishments/milestones and other related activities.

CUSTOMER CENTRICITY - Integrated with existing customer care and self-care platforms, IEP provides a snapshot of the customer's activity improving customer knowledge and giving 360° customer perspective.

POINTS ENGINE - A fully featured points engine that supports complex points processing across multiple channels and promotions. It supports conversion rules based on combination of Channel, Partner, Customer Tiers and Product/SKU as required.

Deployment Computational Platform

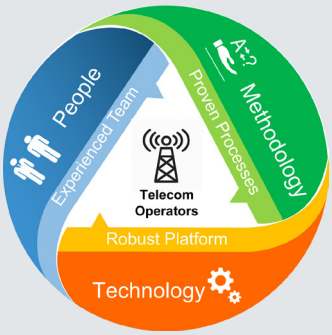
Deployment Architecture: physical or virtualized servers, Public Cloud or Private Cloud.
Each layer is horizontally scalable in a dynamic way, accordingly to a circular structure where each node has processing capacity and at the same time routing capacity. Failover capacity is implemented intra layers and inter layers.
Database is natively able to do data replication amongst nodes providing intrinsically Disaster Recovery and carrier grade behaviour. IEP platform technology is fully aligned with the current best practices including those of OTT players providing services at a global scale.

Integration

Integration with the Network and the Business-related platforms (e.g. SMS, USSD, IVR, OCS, OTA, Mediation, Customer Care Contact Center, Web) is done through clear interfaces such as REST/SOAP/FILE etc.

Customer Interaction

Customer can be reached by any channel such as SMS, Smart Messaging, Web Push, Active IVR, USSD, Mobile App and Web/Hotsite.
By using any of these channels IEP sends to customer offers, surveys, coupons cashback. By his turn the Customer responds to offers, surveys and purchases packages/VASs



OUR VALUE PROPOSITION IS BASED ON PEOPLE, METHODOLOGY AND TECHNOLOGY

People

- Vast knowledge and experience in Telecom and IT
- Statistical and analytical skills
- Transfer of knowledge

Methodology

- Life cycle analysis
- Survey of insights and opportunities
- Campaign development, testing and operation process
- Analysis and Optimization of Results

Technology

- Real-time One-to-One Campaign Engine
- Cross-Channel Single Client View
- Integration and orchestration of legacy systems
- Real Time decisioning & provisioning
- Capacity for large volumes of information
- Integration with data extraction tools and analysis
- 24x7 Maintenance & Support service

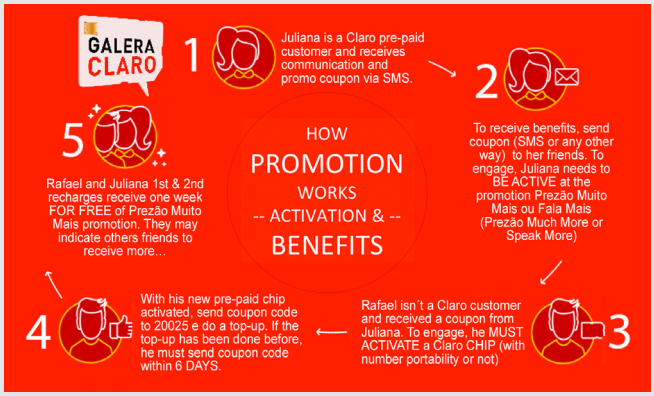
TOTAL COMMITMENT

To support Telecom Operators in the process of decision-making to enhance value throughout the customer's life cycle, based on our experience, deep industry knowledge, methodology and innovative technology, providing the service throughout the process, from the strategic aspects to purely operational.
Revenue-sharing and other licensing models are available. Maximum 3 to 4 months ready for service.

Claro in Brazil, a successful case of IEP

Claro in Brazil counts with about 70 million of subscribers in a very competitive market. Claro adopts IEP as the main customer engagement tool.

Marketers may create segments (or micro-segments) to address specific offers in a no value-destructive approach using below-the-line digital channels.



With IEP Claro Brazil gets Marketing effectiveness with proven financial results.
• Better customer loyalty and retention • Campaigns with higher ROI • Increased response rates • Increased customer value

Stefanini Group is the largest Brazilian IT company and one of the 50 largest in the world in outsourcing. With a presence in 41 countries and more than 24,000 employees, Stefanini sheds innovation in its products and services.

Stefanini Inspiring is a Stefanini Group company specialized in the implementation of business-critical solutions and projects for telecom operators.

Strategy ICT provides top quality Advisory, Consultancy and Projects services and solutions for telecom industry players.

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