



# Combining Digital, Inbound, Outbound, And Event-based Marketing To Deliver Transformational Business Results

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# PW 18



**Limitless  
possibilities.  
Real results.**

# Agenda



The UAE & The Etisalat



The Success Journey of Etisalat with Pega & Accenture



The Achievements of the Partnership



Innovation & Other New Initiatives



The BIG Picture

# Facts About United Arab Emirates

**8<sup>TH</sup> GLOBALLY**  
**1<sup>TH</sup> REGIONALLY**

UN'S 2017 E-SMART  
SERVICES INDEX



**7<sup>th</sup>**  
**RANK**  
**in the**  
**world**  
by GDP (PPP) per capita

**DUBAI** AMONG THE WORLD'S  
**TOP 3 MODEL SMART CITIES**

UAE TRANSFORM MORE THAN  
**1,000** ESSENTIAL GOVERNMENT SERVICES  
INTO SMART SERVICES:

INTRODUCE AUTONOMOUS VEHICLES AND SMART TRANSPORTATION  
SERVICES; PROVIDING FREE WI-FI; AND DEVELOPING A DATA-DRIVEN  
ECONOMY THAT WILL GENERATE AN ADDITIONAL

**US\$2.83** BILLION IN **GDP** BY **2021**

**TALLEST HOTEL**

**TALLEST TOWER IN THE WORLD**

**TALLEST RESIDENTIAL BUILDING**

**3<sup>RD</sup>** HIGHEST NUMBER OF SKYSCRAPERS IN THE WORLD



**94%**

of the total number  
of companies  
operating in the  
country are SMEs

**86%**

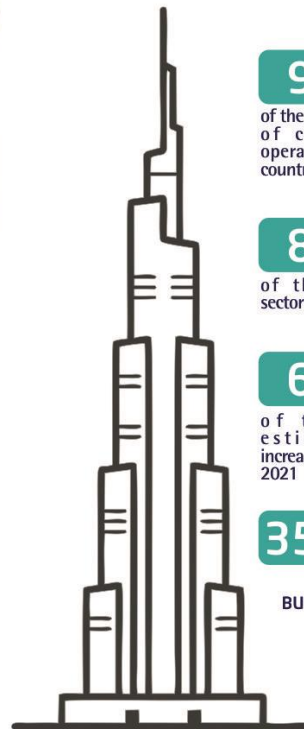
of the private  
sector's workforce

**60%**

of the GDP  
estimated to  
increase to 70% by  
2021

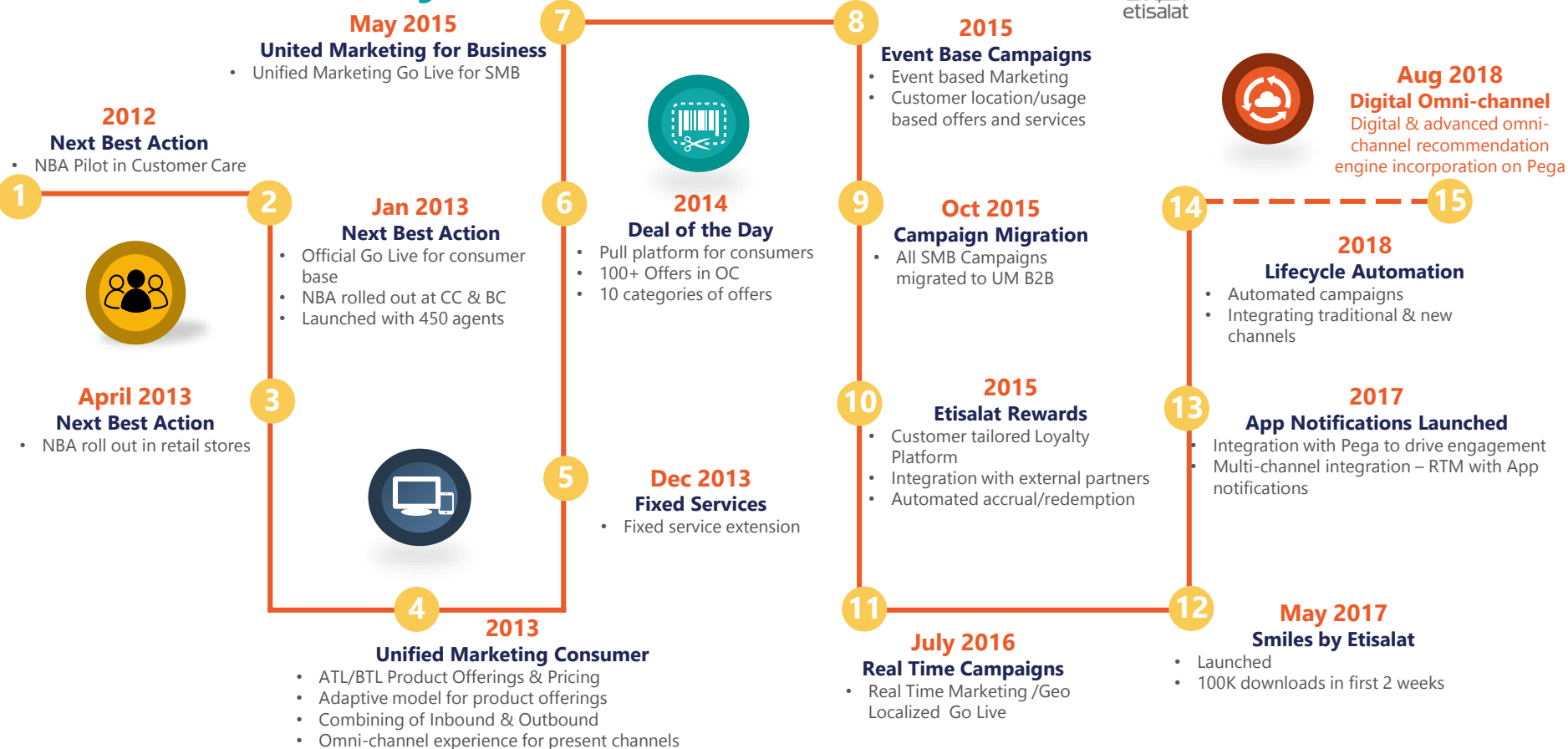
**350K+**

SMB  
BUSINESSES



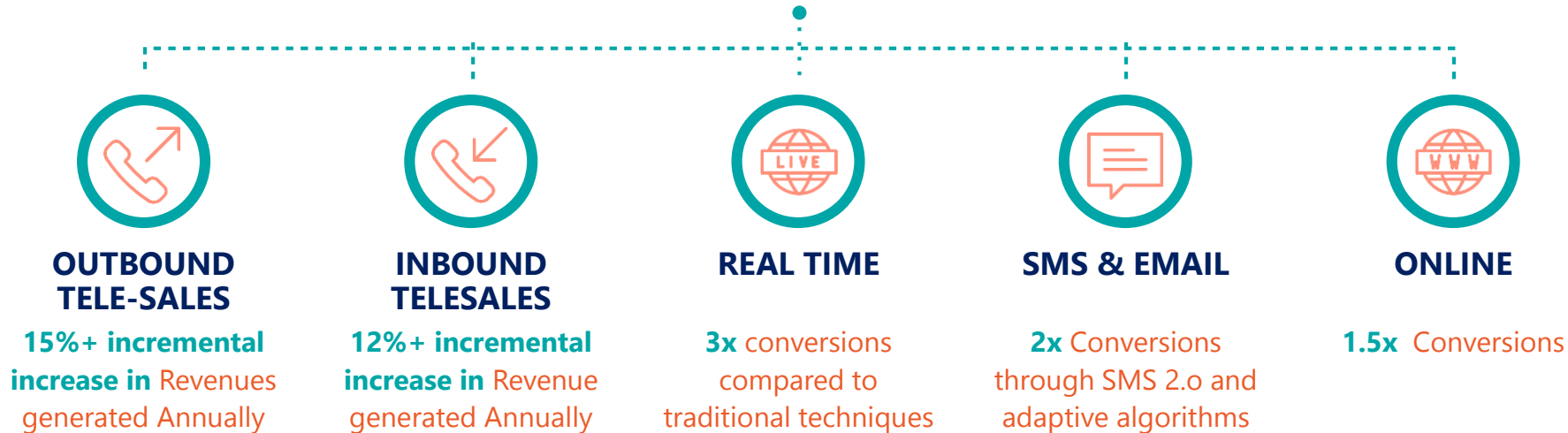


# Success Journey of United Giants



# The Main Benefit

- Increased campaign close rates and reduced time needed to identify a target.
- Improves profitability even though discounts are applied on a specific product, the sale is not missed.
- Decreased customer acquisition cost, as investing in active B2B customers is less expensive than acquiring new ones.

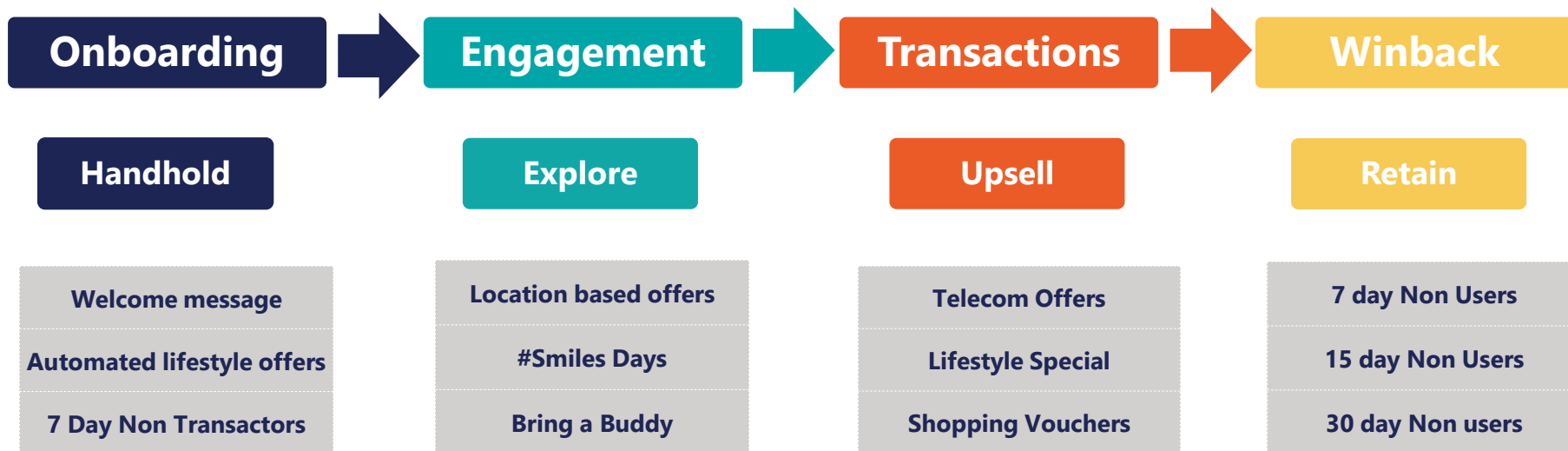


Right Offer Right Time Right WAY

# Pillars of Transformation

Digital Engagement using App Notifications

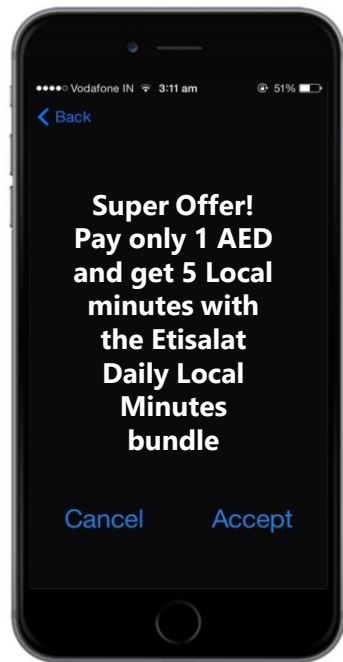
## 4 Stages of Digital Engagement Lifecycle



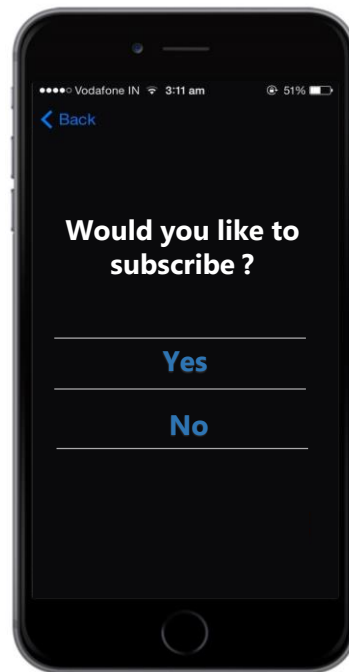
**Segmented Notifications lead to ~15% engagement**

# Pillars of Transformation

Flexibility of Pega enables SMS 2.0 allowing immediate activation



**Select  
Accept**



One Step Activation



No switching between screens



Non Intrusive



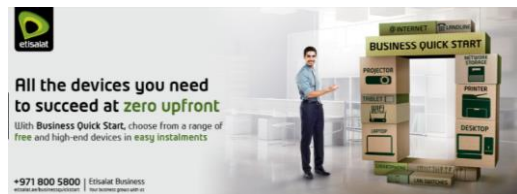
**2.5 X higher  
conversions than  
traditional SMS**



# “SMB’s Business Growing With US”

Estisalat SMB 67 Eng Sync Supers  
Video placeholder

# Glimpse of Some of Our SMB Campaigns Rolled Out In 2018



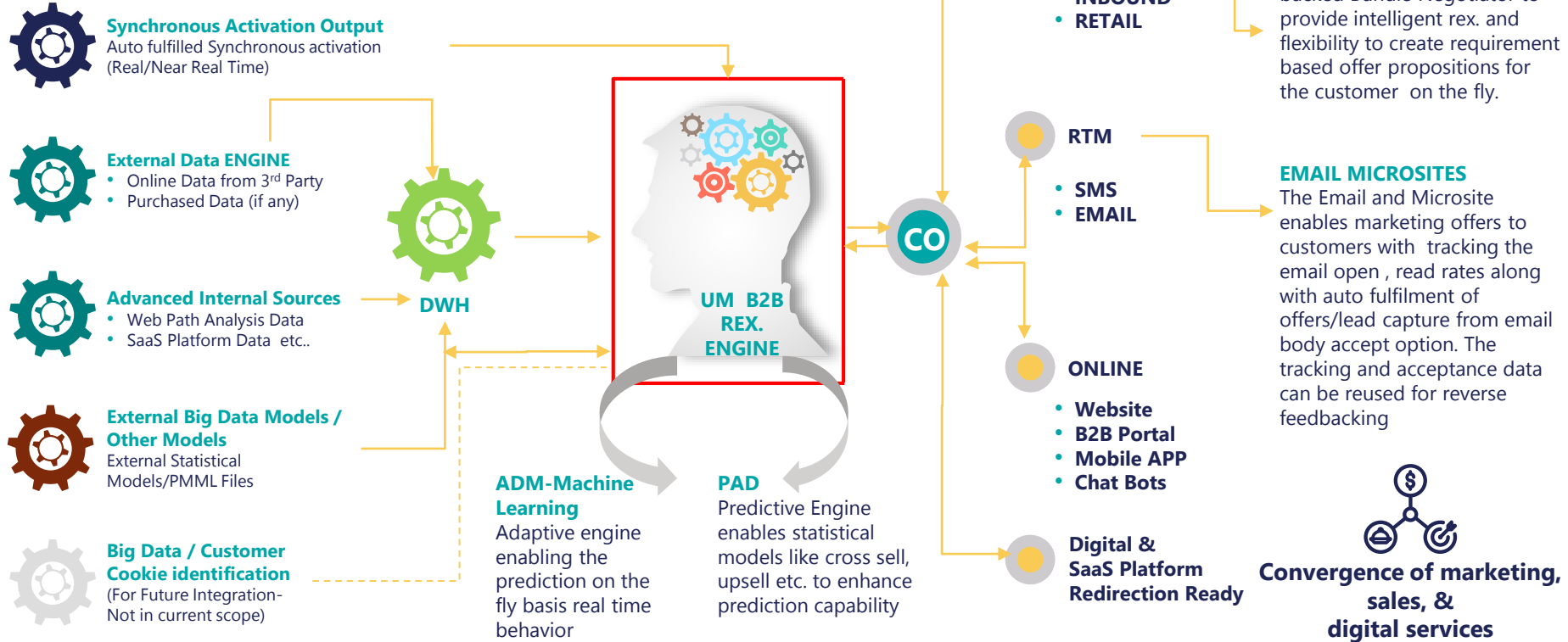
# Etisalat – The ONE STOP HUB

HelloBusiness  
by etisalat 

Hub

# The Big Picture

The intelligent omni-channel recommendation engine sits  
As the centralized brain of next gen. Marketing ecosystem



Sheikh Mohamed Bin Rashid said



“**INNOVATE**  
OR BECOME **IRRELEVANT**”



**PEGA<sup>®</sup>**

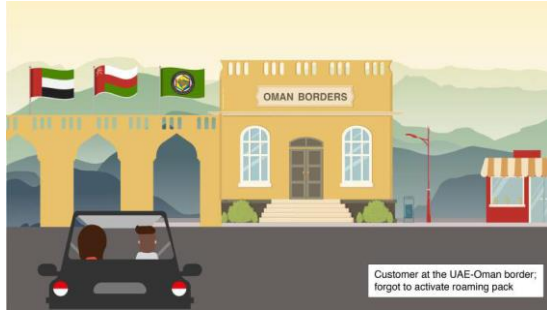
Build for Change<sup>®</sup>



# Appendix

# Pillars of Transformation

Real Time Marketing (RTM)



Oman border



Handset Replacement @ the Mall



International Calling Offer

Triggered  
basis user  
interaction



Contextual &  
Instant



3X better  
results

# Fragmented Market, Hence Multiple Brands to Cater to Multiple Segments



**Flagship Brand**  
**Prepaid & Postpaid**

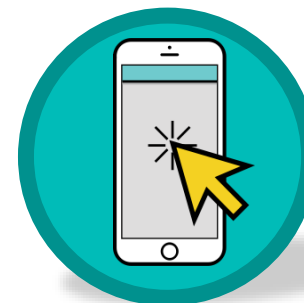
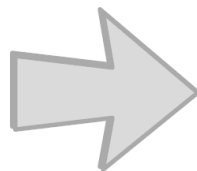


**Targeted to Blue Collar**  
**Price sensitive**



**Exclusively for Youth**  
**Positioned as FUN**

# Driving Transformation



## Traditional PUSH based Campaign

- SMS
- Email
- Tele-calling

In 2015

**90%**

## Balanced Pull & Push Campaigns



- SMS 2.0
- Real Time Marketing
- App Notification

In 2018

**70%**



- Click to Call
- Deal of the Day
- Next Best Action