

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

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# PVV 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>™</sup> GLOBALLY 1<sup>™</sup> REGIONALLY UN'S 2017 E-SMART SERVICES INDEX





DUBAI AMONG THE WORLD'S TOP 3 MODEL SMART CITIES

#### **UAE TRANSFORM MORE THAN**

1,000 ESSENTIAL GOVERNMENT SERVICE 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

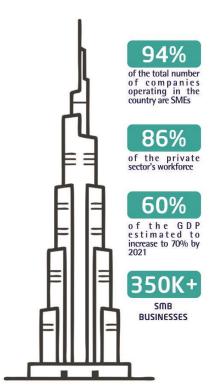


TALLEST HOTEL

TALLEST TOWER IN THE WORLD

TALLEST RESIDENTIAL BUILDING

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

















DIGITAL PARTNER
FOR EXPO 2020
accenture

#### PEGA accenture **Success Journey of United Giants** اتصالات etisalat May 2015 2015 **United Marketing for Business Event Base Campaigns** Unified Marketing Go Live for SMB Aug 2018 **Event based Marketing** Customer location/usage **Digital Omni-channel** 2012 based offers and services Digital & advanced omni-**Next Best Action** channel recommendation NBA Pilot in Customer Care engine incorporation on Pega 2014 Jan 2013 Oct 2015 **Deal of the Day Next Best Action Campaign Migration** 2018 Pull platform for consumers Official Go Live for consumer All SMB Campaigns **Lifecycle Automation** 100+ Offers in OC hase migrated to UM B2B Automated campaigns • 10 categories of offers NBA rolled out at CC & BC Integrating traditional & new Launched with 450 agents channels 2015 **April 2013** 2017 **Etisalat Rewards Next Best Action App Notifications Launched** Customer tailored Loyalty Integration with Pega to drive engagement NBA roll out in retail stores. Platform Multi-channel integration – RTM with App **Dec 2013** Integration with external partners notifications Automated accrual/redemption **Fixed Services** Fixed service extension May 2017 2013 **July 2016 Smiles by Etisalat Unified Marketing Consumer** Launched **Real Time Campaigns** ATL/BTL Product Offerings & Pricing • 100K downloads in first 2 weeks Real Time Marketing /Geo Adaptive model for product offerings

Localized Go Live



· Combining of Inbound & Outbound

• Omni-channel experience for present channels



### 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** 



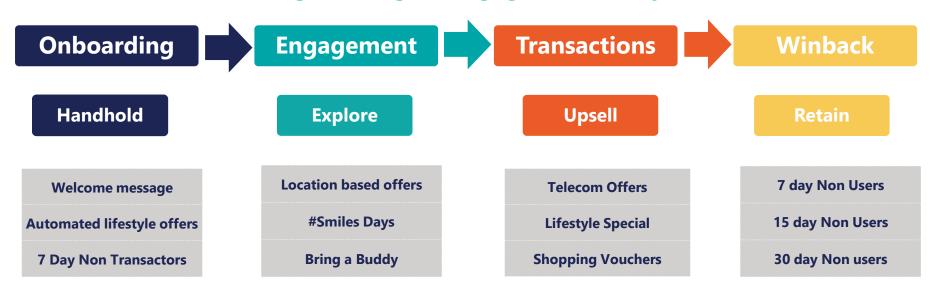


### **Pillars of Transformation**

اتصالات etisalat

Digital Engagement using App Notifications

### **4 Stages of Digital Engagement Lifecycle**



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

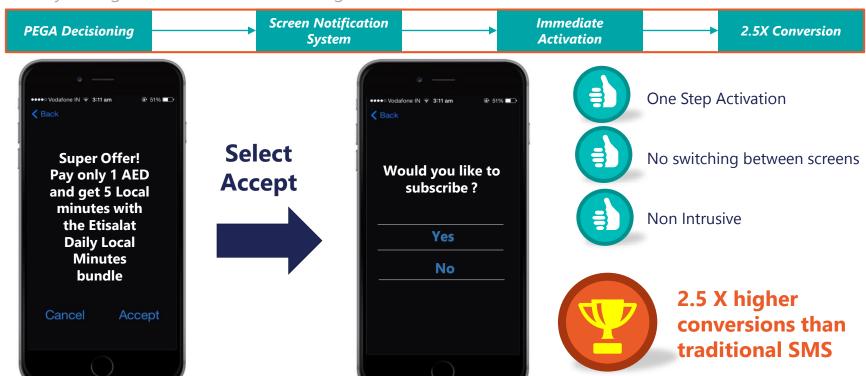




### **Pillars of Transformation**



Flexibility of Pega enables SMS 2.0 allowing immediate activation







### "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















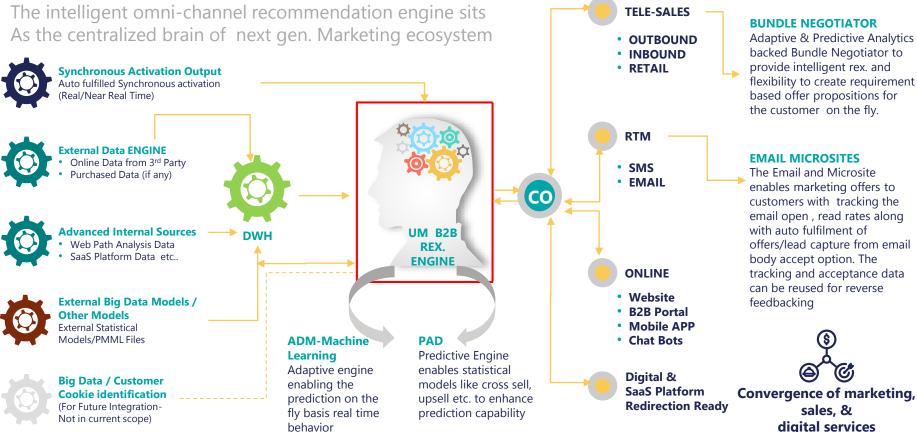
### **Etisalat – The ONE STOP HUB**





### The Big Picture













### Sheikh Mohamed Bin Rashid said







### **Appendix**

### **Pillars of Transformation**

Real Time Marketing (RTM







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**

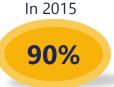






### **Traditional PUSH based Campaign**

- SMS
- Email
- Tele-calling



### **Balanced Pull & Push Campaigns**



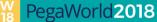
- SMS 2.0
- Real Time Marketing
- App Notification



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







In 2018

**70%**