Always On Marketing

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PEGA®

Always On Marketing

Presented by Iván Lastra | Vodafone Spain
Customer Engagement Summit Paris 2020

Spanish Telco Market

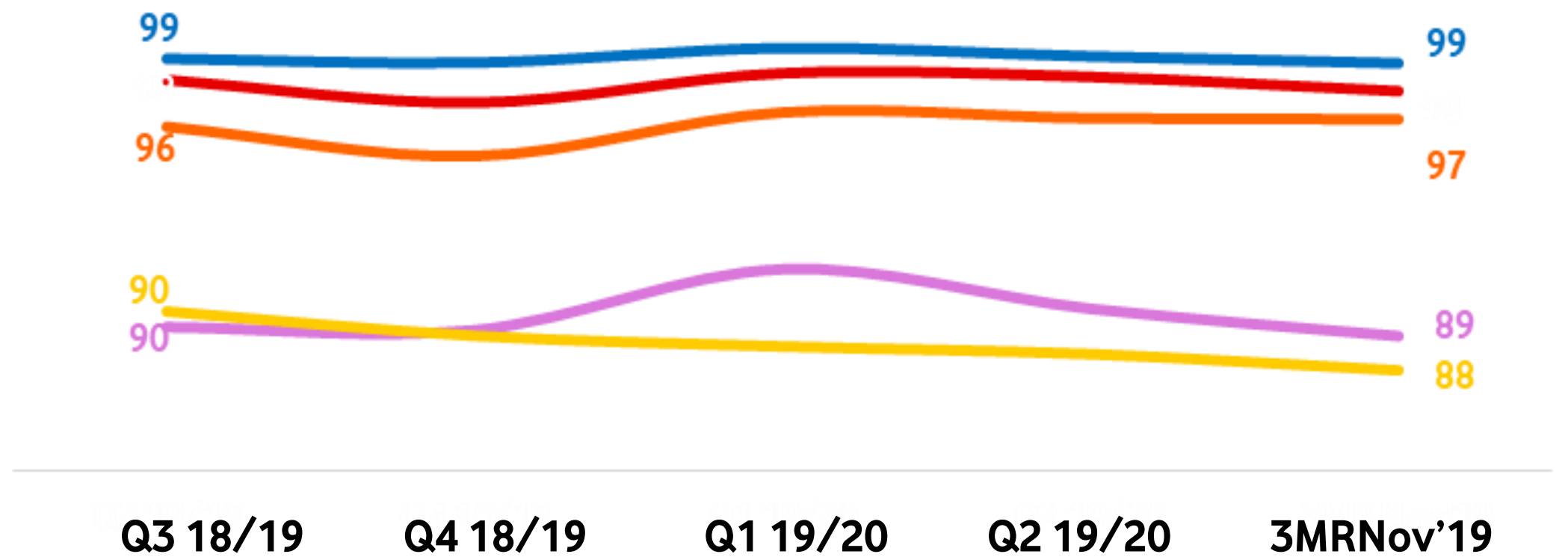Convergent & Value Oriented Market with > **50 Brands**

> **6 M** of Port out Requests

~ **45 €** Avg. revenues per customer

What is the customer's point of view?
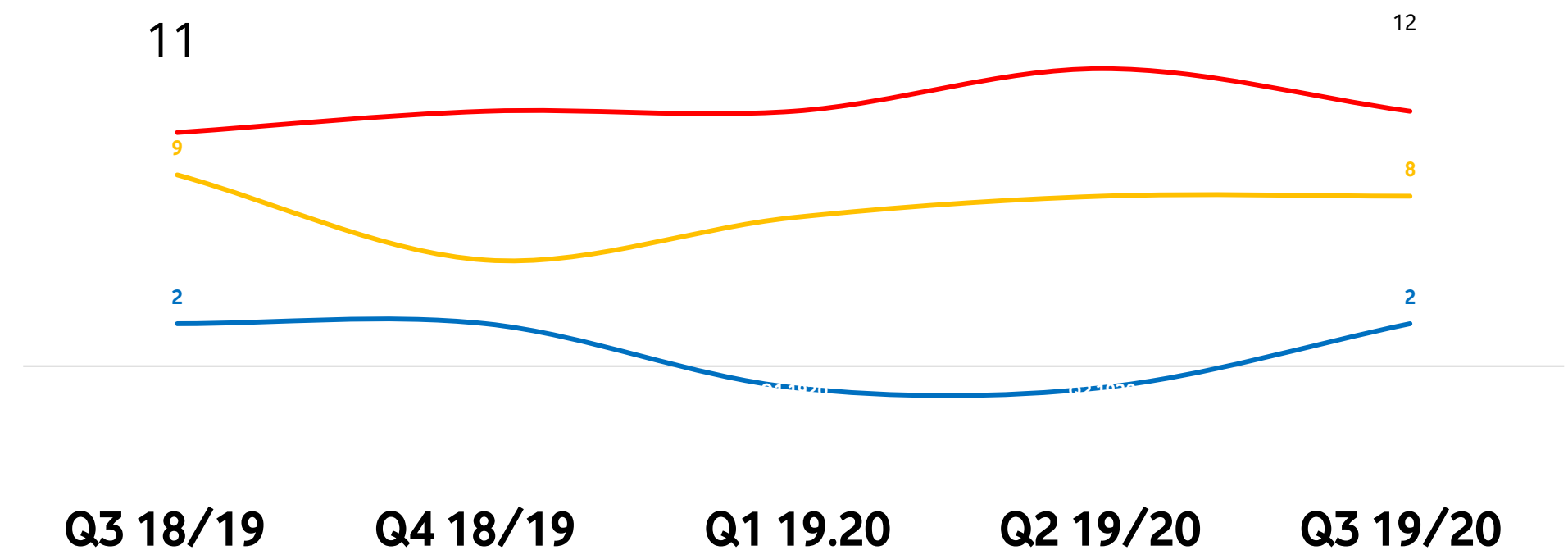
Brand perception

Any sustainable brand differentiation among the big brands

What is the customer's point of view?

Customer Satisfaction

11

12

9

8
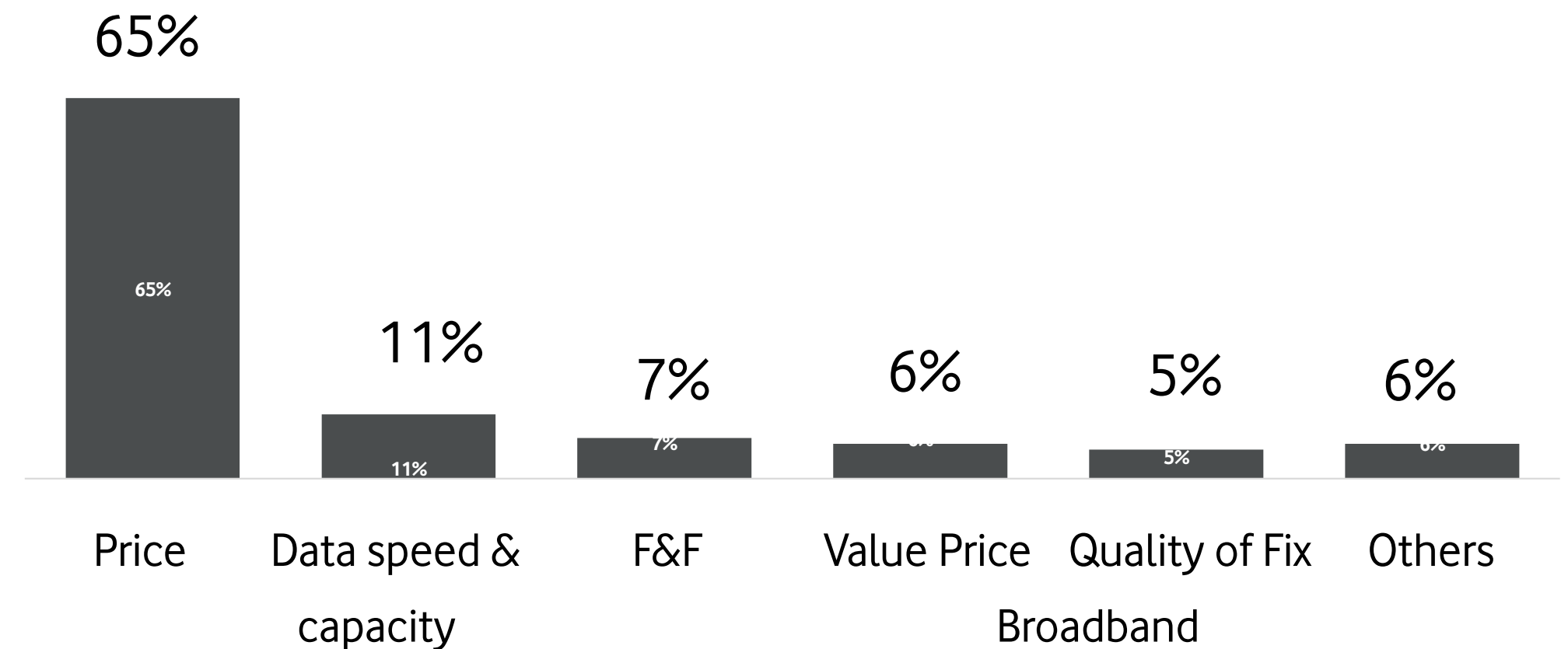
2

2

Q3 18/19 Q4 18/19 Q1 19.20 Q2 19/20 Q3 19/20

Customers do not perceive differentiation in any of the traditional brands

Market with very low NPS values

What is the customer's point of view?
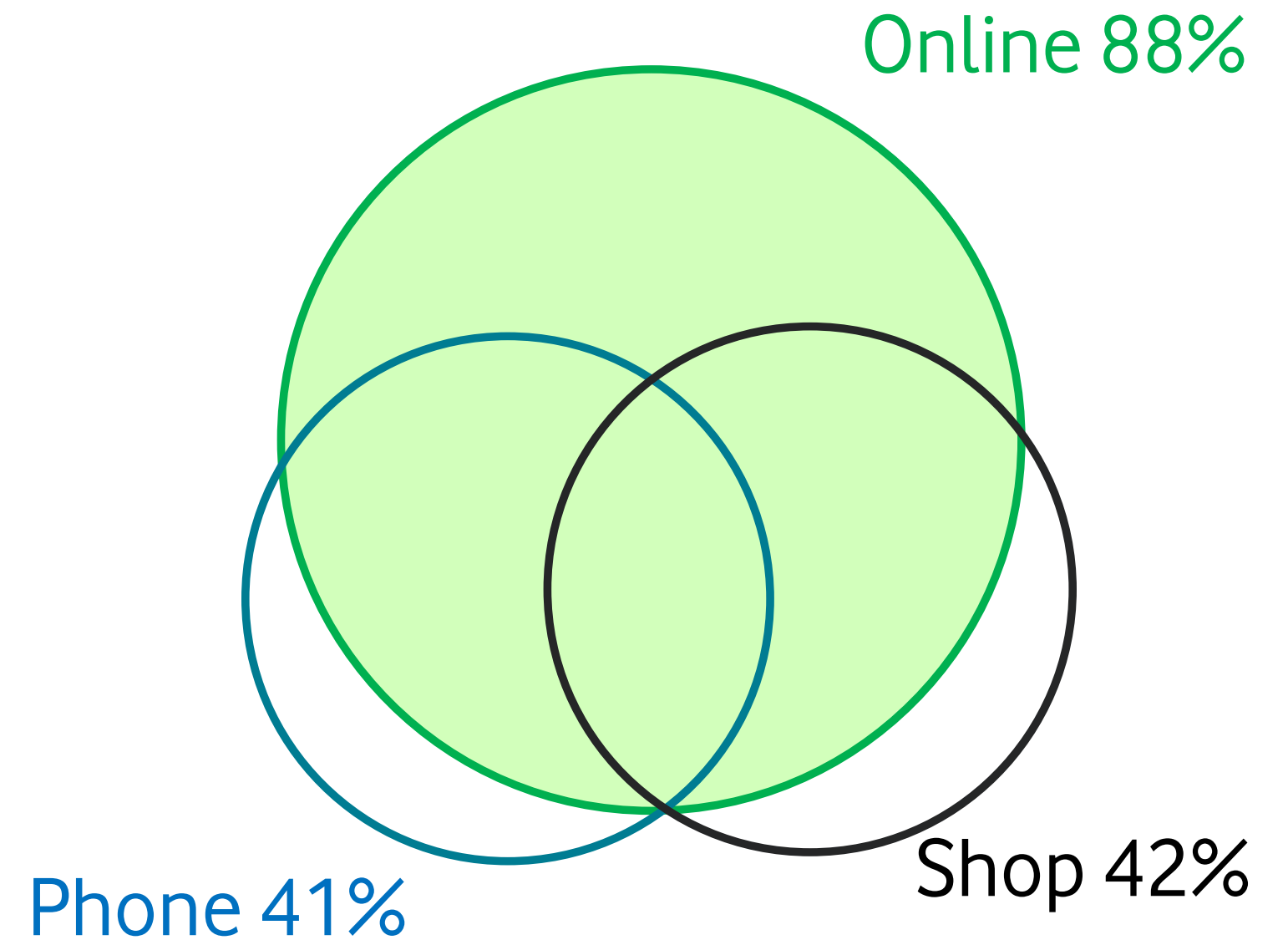
Reasons to change

Price sensitive market

Quality plays a second role

65%	11%	7%	6%	5%	6%
Price	Data speed & capacity	F&F	Value Price	Quality of Fix Broadband	Others

What is the customer's point of view?

Digital environment

88% of the customers search on internet previous making a decision

Online 88%

Phone 41%

Shop 42%

Vodafone Spain

> 5 M
of customers

7 M
of mobile lines

2.5M
of FBB access

21M
of households
with FBB
access

2
Different
Brands

~ 21 %
of market
Share

Customer management overview

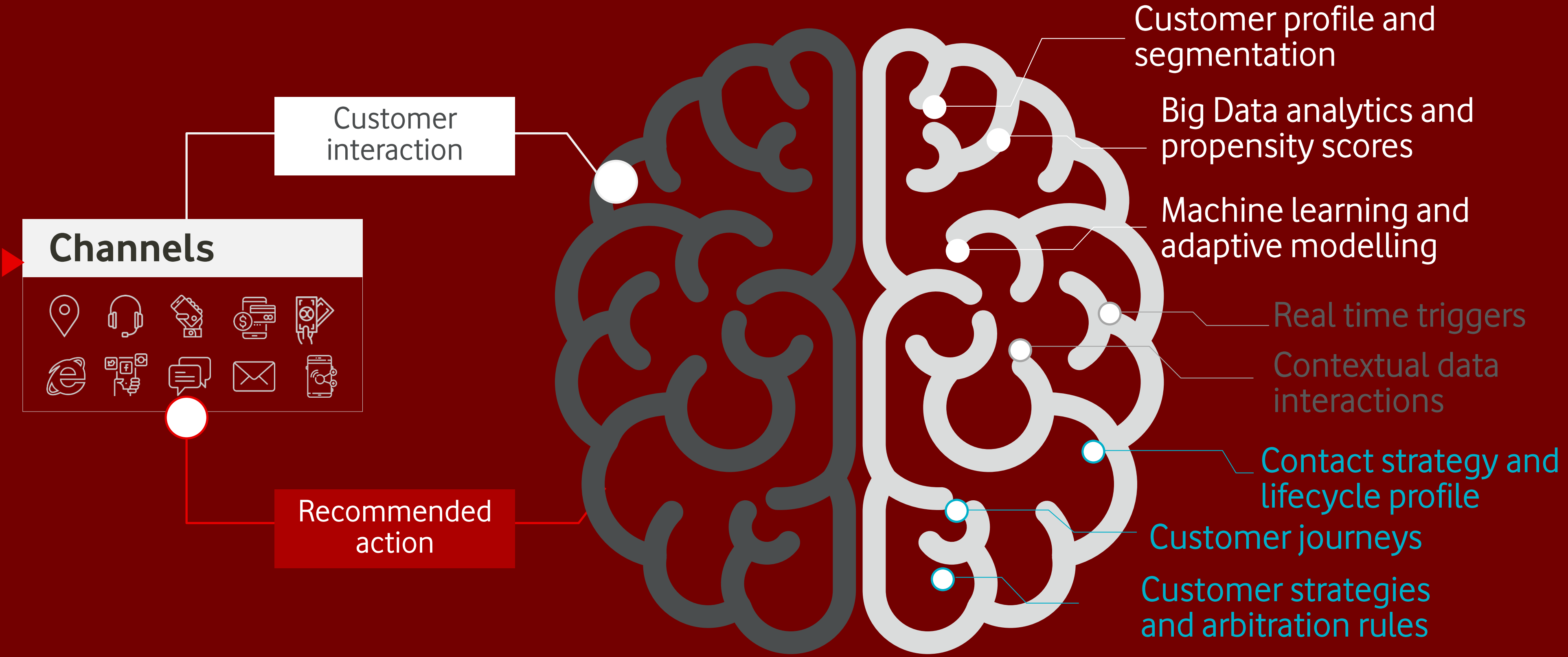over **100** campaigns a month

~200 direct comms sent (6,5 impacts)

4 different tools

2% of redemption

10 different channels

AoM strategy

Customer profile and segmentation

Big Data analytics and propensity scores

Machine learning and adaptive modelling

Real time triggers

Contextual data interactions

Contact strategy and lifecycle profile

Customer journeys

Customer strategies and arbitration rules

Customer interaction

Channels

Recommended action
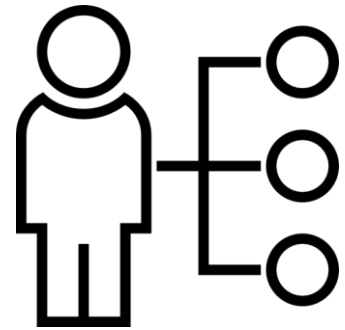
Offline data
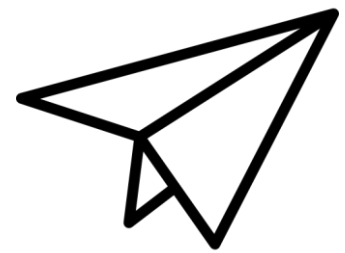
Real time data

Commercial logic
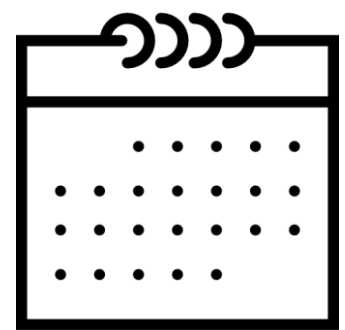
AoM strategy

From

Siloed channels

Audience based messaging

Longer lead times

Limited context

To

Omni-channel

Hyper-personalisation

Real-time

Relevant and meaningful

Our 3 year plan

Crawl

Walk

Run

Start to Build,
& Learn

Reinforce, Build,
Learn & Test

Experiment &
Escalate

Our 3 year plan

- Learn

- MVP focus on prepaid segment

- Build a solid foundations

- Massive channels: SMS and Vodafone app

- Set up agile organization

- Upskilling internal profiles and select our business partners

Crawl

Business Priority   IT & Channels capabilities   Business organization

Our 3 year plan

- Evolve MVP (Real time & Self learning)

- Build MVP for postpaid segment

- Reinforce integrations & information available

- Inbound & Main Digital channels

- Move to full agile organization

- Learn and experiment while reinforce business skills

Walk

Business Priority

IT & Channels capabilities

Business organization

Our 3 year plan

- Real time, Self Learning & Hyperpersonalization

- Full channels integration

- Ensure internalize business and AoM operation knowledge

Run

Business Priority

IT & Channels capabilities

Business organization

Our current situation

How we did it in the past?

- Inbound and outbound operated independently

- Daily execution of inbound but planned 40 days in advanced

- Segment, channel, message and offer fixed

- Weekly Reporting

- Monthly Big Data scorings

How we operate now with Pega Marketing?

- Cohesive inbound and outbound view

- Real time combined with batch execution controlled by Pega

- Channel and offer are personalized in execution time

- Real time reporting

- Big data scorings processed every day.

Early results thanks to AoM

3 full
customer strategies

1,5 M
customers reached

~3 M
comms

x5
Customer Redemption

x3
Value Generated

Learnings so far...

- Company project, business & IT project

- First step always define customer base strategy

- Make the best choice of your business partners

- Build a solid foundations to be able to escalate

- People transformation is critical

- Combine agile vs waterfall

Thank You

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The future is exciting. **Ready?**