Smarter Telecom Marketing

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Impact 2013
One of the key purposes of marketing.....

...Changing subscriber behaviour
Non-Real Time Marketing – What most CSPs do

Grinding on a huge data warehouse

A week later, a segment is identified and targeted
Problem with traditional marketing

- Significant delay
- Segmentation is still very generic
What works?

- Loyalty/Points Programmes
- Rewards in the next billing/top-up cycle
- Raffles
- Instant Gratification

Source: Globe Telecom
Do something for me and get free stuff!

OK!
How can we use instant gratification?
How do we get access to REAL time events?

Network Equipment Providers can add hooks – but that's expensive
Call Data Records (CDR) and Event Data Records (EDR)

Usually every 15 mins

Large CSPs produce BILLIONS of CDR/EDRs per day*

*Source: Bharti Airtel, India ~6Billion CDRs/Day
Combining with other data/event sources

- CDR
- EDR
- Subscriber Behaviour
- Weather
- Wallet
- Holidays

Operational Decision Manager
Promotion design

**Events**
- Topup Event
- Low Balance
- Subscriber has called rival contact centre
- It's a Public Holiday

**Correlation**

**Rules**
- Churn Propensity Rating > 60%
- Balance < $2
- Called rival in the last week

**Fulfilment**
- Send SMS
- Provision Bonus on IN

It's a Public Holiday
Unica 'Campaign' Designs and measures campaigns against a control group.
Fulfilment of real time marketing promotions

It really depends on what you're trying to do...
Simple fulfilment

Simple ESB type transactions
Complex fulfilment

More complex BPM fulfilment -
Set up a subscription, send a SMS, set up billing,
Don't be afraid of trying new things,
The right infrastructure will allow you to build and deploy new promotions rapidly
You can leave these promotions in place to target a segment of one
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