

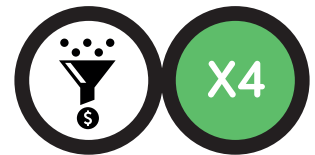


Tier 1 Operator Doubles App Visits & Achieves 4x Conversions by Expanding its Digital Customer Engagement to its Mobile App

ENGAGING
RESULTS WITH
PONTIS ENGAGE



Increase in app visitors



Conversion rate

THE NEED

A Tier 1 mobile operator, leader in its market, serving 30 million customers, had made a strategic decision to bolster its market position by bringing subscribers to engage on digital channels for a better customer experience and deeper levels of engagement.

It realized that to become more meaningful to its customers, it needed to enhance its mobile app experience. This enhancement would be an expansion of the omni-channel Digital Customer Engagement that was in place with Pontis, and which was already driving significant results.

THE CHALLENGE

In the effort to finding the optimal approach to becoming more and more relevant to their customers on digital channels, the challenge was finding a way to drive customers to the app, and to ensure high levels of usage and engagement beyond the service activities that were already in place.

Another challenge was to be able to manage a coherent and consistent engagement across all these channels and leverage the real time context of customers to make the most relevant offers.

THE SOLUTION

The operator decided to expand the Pontis solution for Digital Customer Engagement into its existing app and create a next generation mobile app that will make available, for the first time, personalized, contextual offers on an app.

The new app provides both a self-service interface for customers, with all of their personalized, contextualized offers at hand. It also offers content relating to their individual loyalty program.

The app encompasses all the unique features of a Digital Customer Engagement strategy.

That is, it enables customer engagements that are personalized and contextual, occurring anywhere, and are part of a continuous journey, in full sync with the other inbound and outbound channels.

HOW IT WORKS

The customer can either go independently into the app and/or push notifications are sent to the app so the customer can retrieve personalized, contextual offers, and respond directly. This represents a significantly enhanced experience that is visually rich and easy to use.

Furthermore, these messages and offers are all the more relevant and valuable since what is presented to the customer is calculated based on the real-time customer state and his/her responsiveness on other channels.

This orchestration is managed by Pontis Engage, which manages the continuous and adaptive journey for every customer. The app enhancement is driving dramatic results in increasing traffic, engagement, and responsiveness.

KEY TAKEAWAYS

- Contextual, dynamic, and personalized offers provide meaningful value for customers and drive use of apps as a day-to-day engagement platform
- An app with contextual offers supports a coherent and consistent customer experience across multiple inbound and outbound channels
- A rich, visual interface for providing relevant and timely offers, through a sophisticated app, drives engagement and conversion

