



Digital Customer Engagement with Pontis results in 81% increase in NPS

ENGAGING
RESULTS WITH
PONTIS ENGAGE



NPS increase



Price Plan Take-up
Increase



Revenue Lift

THE NEED

Fundamentally, Net Promoter Score (NPS) is a measurement of customer loyalty and satisfaction, which is based on a simple question: What is the likelihood that you would recommend the company/service/product to a friend or colleague?

When used as part of the lifecycle management activities by the customer value management directors, NPS can become a powerful metric which enables operators to uncover potential issues within their customer base. The next step would then be to instantly respond with appropriate marketing or operational measures.

Consequently, NPS is not just a high-level esoteric number, but an important and practical basis for understanding where and how customer engagement needs to be strengthened. NPS results provide insights on how to tune strategy, and provide a personalized experience for each individual based on their behavior, received service, and feedback, ensuring high levels of customer satisfaction.

THE CHALLENGE

A large Tier 1 operator in Europe sought to understand how its Digital Customer Engagement programs were impacting the customer base. In particular, the operator sought to determine whether customer loyalty and satisfaction increased as a result of being proactive in engagements and making personalized offers that were tailored to the current context of the customer. Furthermore, the operator was seeking to automatically tune every customer engagement to each customer's context, expectations and needs, to drive the best experience, and ensure the highest level of satisfaction.

THE SOLUTION

The operator commissioned an independent organization to run an NPS survey of its customer base, with two groups of customers – those who are engaged in programs driven by Pontis Engage; and those who aren't.

It was shown that there is a remarkable improvement in NPS with customers who are engaged throughout the customer lifecycle, in a consistent and coherent manner, in Digital Customer Engagement programs driven by Pontis Engage. These customers are more likely to recommend the operator when they experience engagements that are aligned to their context, with personalized activities and offers that make them feel that the operator sees them as a unique individual, deserving of a more meaningful and valuable customer journey.

KEY TAKEAWAYS

- Digital Customer Engagement strategies and implementation drive customer satisfaction and loyalty – and ultimately, NPS scores
- It drives engaging results for multiple other KPIs in parallel, such as revenue generation and churn reduction
- Evidence from across multiple geographies and market show that customers appreciate the relevant and valuable information and offers they receive, and are happy to share their feedback.

