



Implementing Digital Customer Engagement strategy with Pontis  
for personalized 'Offers On Demand'

ENGAGING  
RESULTS WITH  
PONTIS ENGAGE



Revenue increase



Engagement increase



Conversion increase

**THE NEED**

A Tier 1 European operator serving over 20 million users sought to empower customers to choose from relevant and personalized offers, anytime, anywhere. The operator wanted to replace traditional “push” campaigns with an innovative way to increase engagement and revenues.

The operator wanted to achieve this goal by giving customers the opportunity to choose from a list of special and personalized offers. This would enable the operator to “pull” customers in, empower them, and show them that they can select from a menu of offers that are personalized to their individual needs and context, and up-to-date customer state.

The operator was looking for a whole new way of engaging with customers, educating them about how to learn about what offers are available for them, and doing so on a regular basis – since the menu and the offers are constantly updated.

**THE CHALLENGE**

For successful uptake of the service, the operator had to ensure that there will always be personal and relevant offers covering a variety of categories, e.g. – price-plan offers, data package offers, handset upgrade offers, and more. These offers would also need to be available on any channel, and throughout the continuous journey already managed with each customer.

Furthermore, the operator also faced the challenge of how to get attention and “pull” the customer to this innovative service, and optimizing customer behavior patterns.

**THE SOLUTION**

The operator implemented the Pontis Offers On Demand module on top of the Pontis Engage implementation that was deployed previously. At first stage the service was implemented across a variety of pull channels such as SMS, IVR, USSD. The next stage will expand the implementation across the operator’s mobile app and web site.

With its capabilities to optimize Digital Customer Engagement, the Pontis Offers On Demand module enables the personalization of the offers, both selecting which offers to present and also personalizing those that were selected to the individual needs. Utilizing Pontis big data analytics and predictive models, the operator is able to leverage a real-time, contextual view of the customer state and generate personalized offers that are optimized for each individual customer.

The repository of categories and offers is easily managed by the business user through the Pontis Engage administration tool, also providing detailed reporting and analysis regarding the efficiency, take rates and conversion rates across channels.

To raise awareness and bring the customer to engage with Offers On Demand the operator implemented a blended campaign of both Above the Line and Below the Line tactics. That is, leveraging both mass media to promote the service, as well as more personal and targeted outreach as part of the on-going dialogue with each customer.

For customers, this created a personalized experience that was relevant and timely with their needs, and which empowered them to select offers with unprecedented personal value.

For the operator, this enabled them to extend their reach to customers who are blocked for personalized marketing. It enables them to promote more than one strategy with multiple categories and to practice various marketing tactics within each category.

**KEY TAKEAWAYS**

The value of pull channels in managing Digital Customer Engagement is very high and is complementary to engagement strategies that are enacted on other channels. Furthermore, it brings with it additional value when delivering all personalized engagements that are based on real time context in one place.

