

# HOW TELCOS CAN USE PERSONALIZED VIDEO TO INCREASE LOYALTY AND PROVIDE A BETTER CUSTOMER EXPERIENCE



PRESENTED BY:





# THE 5 CHALLENGES FACING TELECOMS



1. Operators offer similar services at competitive prices (limited disparity in pricing).
2. Customers are more demanding and expect higher quality of service.
3. Customers don't have a high degree of loyalty to their provider.
4. There are no barriers to changing operators.
5. High rate of customer churn.

# THE POWER OF VIDEO

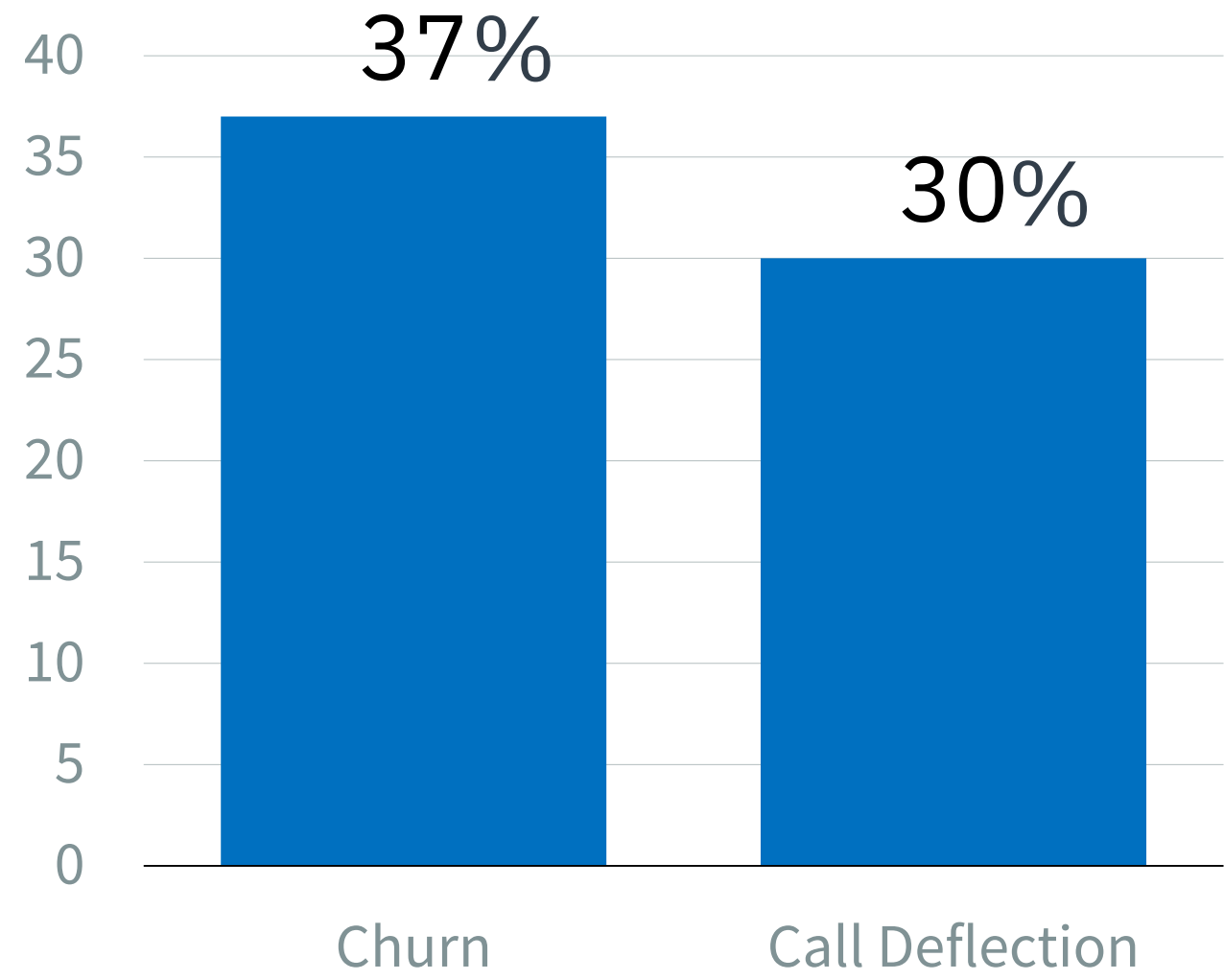


Pages Containing Video are 53X More Likely to Appear in Search Results



The Effect of Video is Equivalent to 1.8M Words

Personalized Video is proven to reduce Churn by 37% and Call Deflection by 30%



# WHAT IS PERSONALIZED VIDEO?



- Personalized Video is a special type of video that uses personal data to speak directly to a customer or prospect on a one-to-one basis.
- For the Telco Industry, Personalized Video can be used to provide a more personalized experience through all touchpoints in the customer lifecycle.
- Personalized video ads are designed to be unique for each individual customer and support customer acquisition by leveraging a customer's online activity, history and behavior. Since the ads are highly personalized and relevant, you can more effectively drive conversions revenue and brand awareness. For example, a wireless carrier could deliver personalized ads that promote a different device, plan, promotion or competitive message and then customize it based on browsing behavior, current device or plan, current provider as based on IP address, and geo-location.



# HOW IT CAN BE USED



## Customer Acquisition

Use your existing customer data to create Personalized Video Ads. These Ads on Facebook beat traditional video ads, delivering a 5X uplift in CTR and a 4X uplift in Brand Recall.

## Customer Onboarding

Use Personalized Video to turn onboarding into a fun and engaging experience.

## Service and Support

Use Personalized Video to offer your customers a better customer support experience with self-care tutorials and answers to customer support issues.

## Cross-Sell and Up-Sell

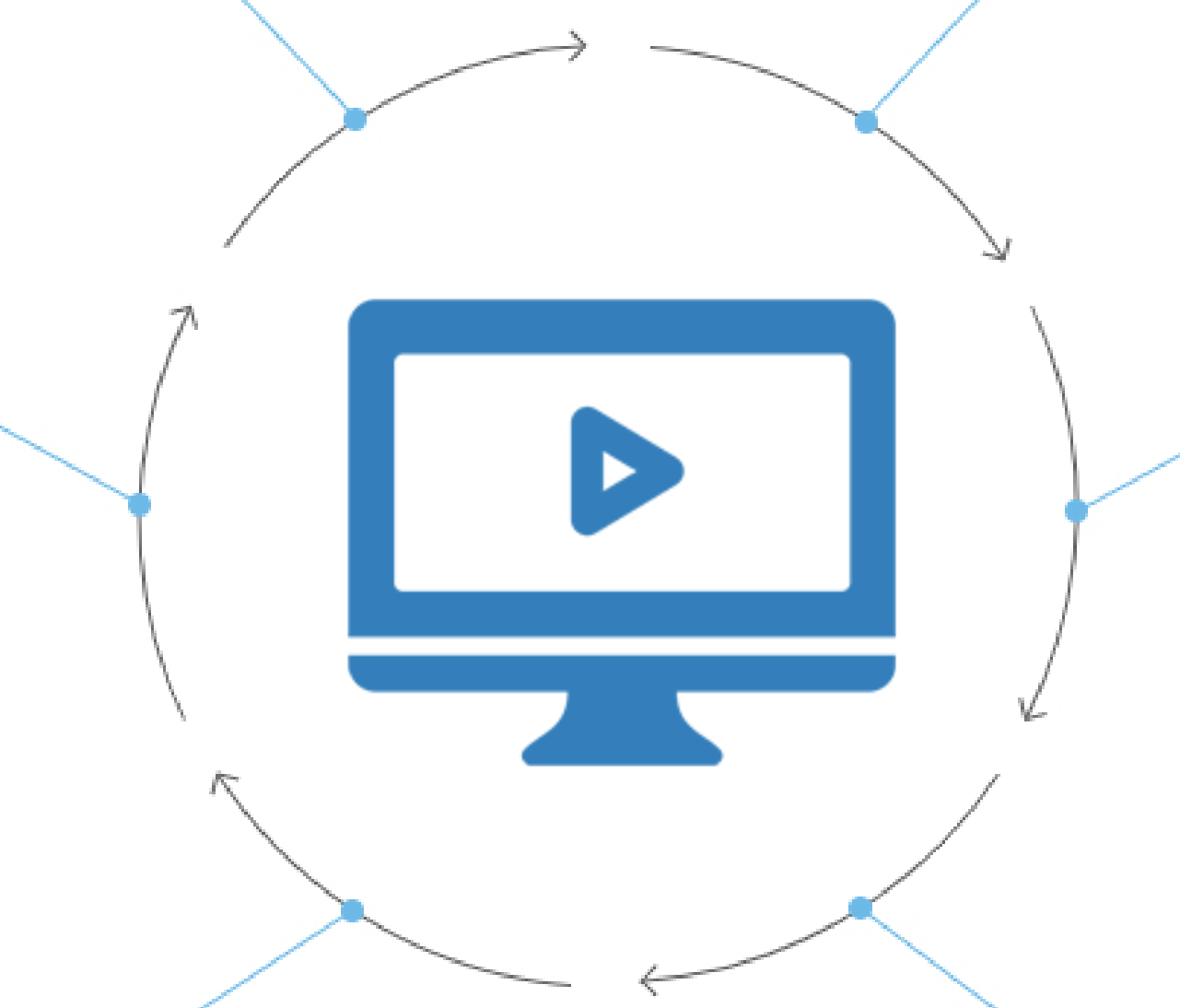
Use what you know about your customers to push attractive and customized offerings in a fun and engaging way. The goal is to deliver sales uplifts while entertaining and informing your customers.

## Device Upgrades

Use Personalized Video to offer customers the opportunity to upgrade their device.

## Billing

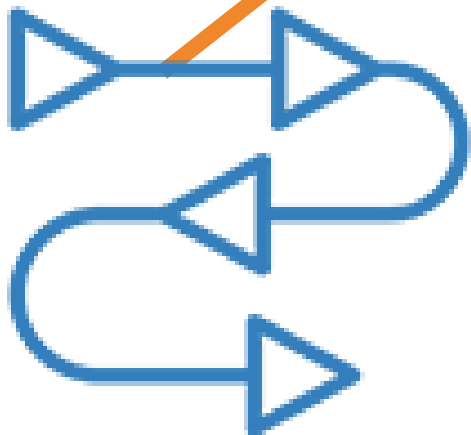
Use Personalized Video to explain billing charges or to proactively propose account/bill changes.



Customer Data



Business Logic



Story Manager



Image



Video



Music



Charts



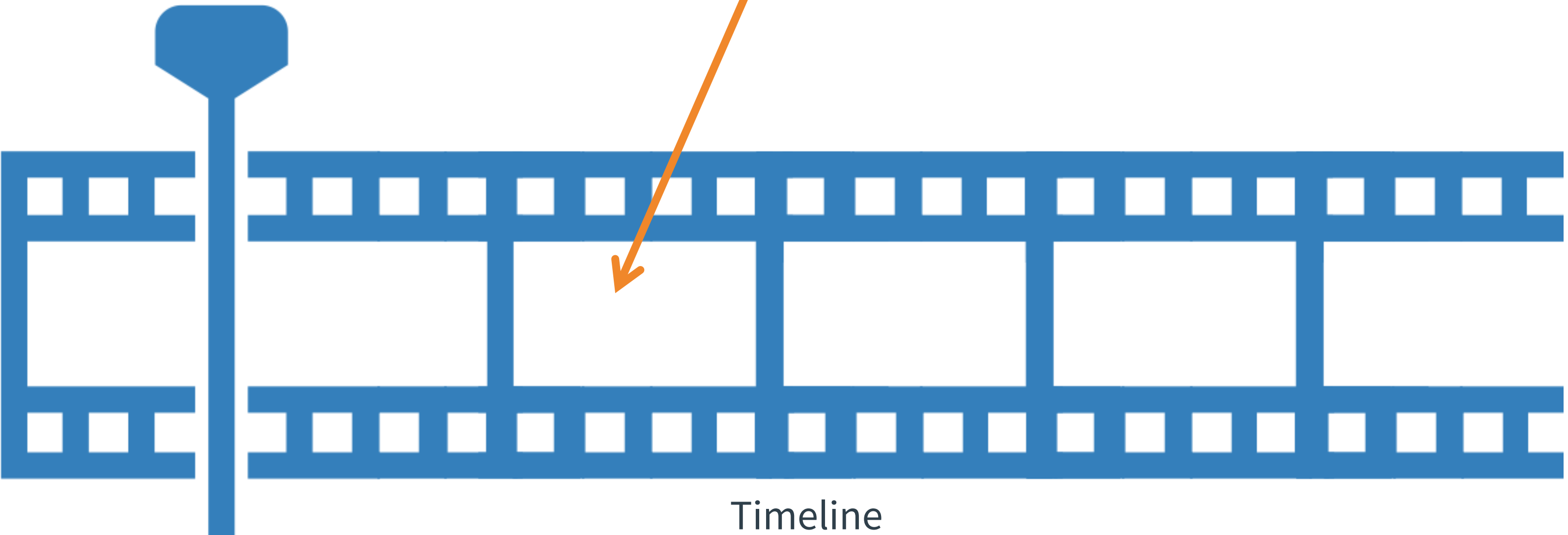
Text

Personalized Asset Manager



Personalized Video

Dynamic Rendering



Timeline





Customer Data

Doe, John, Mustang, Yes  
Doe, Jane, Edge, Yes



Did the user take a test drive?

No

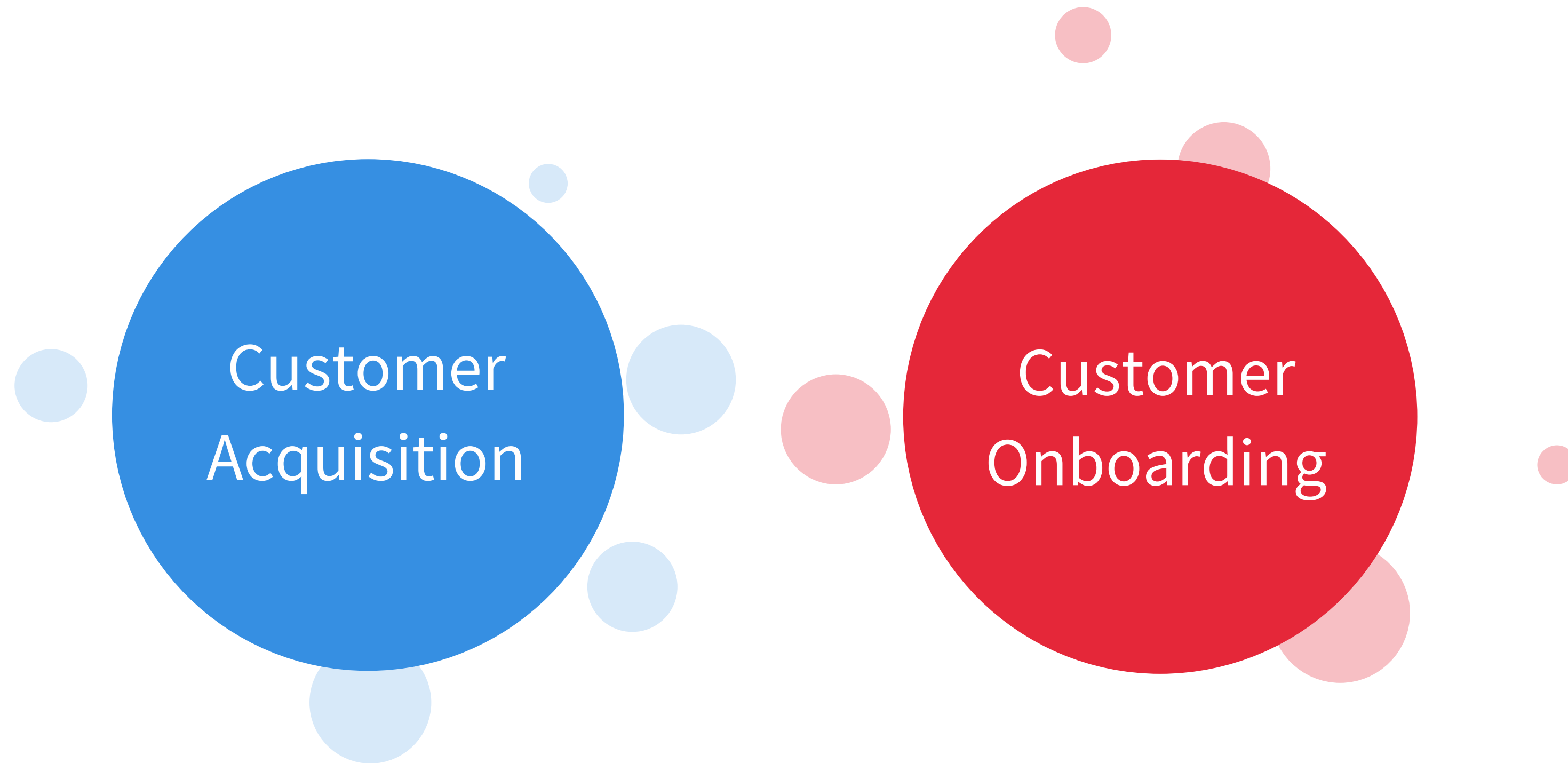
Yes

Add Video of the Car they drove and put their first name on the license plate



# WHAT CAN IT DO FOR

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- Accelerate purchase flow
- Increase return on ad spend (ROAS)
- Drive conversion rates and lower cost per acquisition (CPA)

- Reduce call volume and contact center costs
- Reduce pre-install cancellation rates
- Increase self-service tool adoption and drive users to specific landing pages



# WHAT CAN IT DO FOR



- Reduce call volume
- Increase uptake on services like paperless billing and autopay
- Reduce the cost for customer care and churn



- Educate and inform customers
- Effectively guide customers and offer meaningful recommendations
- Renew contracts and offer promotions and purchase suggestions



# PERSONALIZED VIDEO PROCESS

160

%

PV HAS A  
HIGHER CTR  
(Click Thru Rate)

The Process begins with an Email or SMS Text Message containing the Creative content. Clicking on the Video will instantiate a Video Player that will stream the dynamic video content. At the end of the Video the user can be shown a survey. All responses are collected and stored along with video view/click statistics. This information is presented in a comprehensive dashboard.



EMAIL/SMS



VIDEO



ANALYTICS



SURVEY



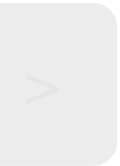


# INCREASE CONVERSIONS

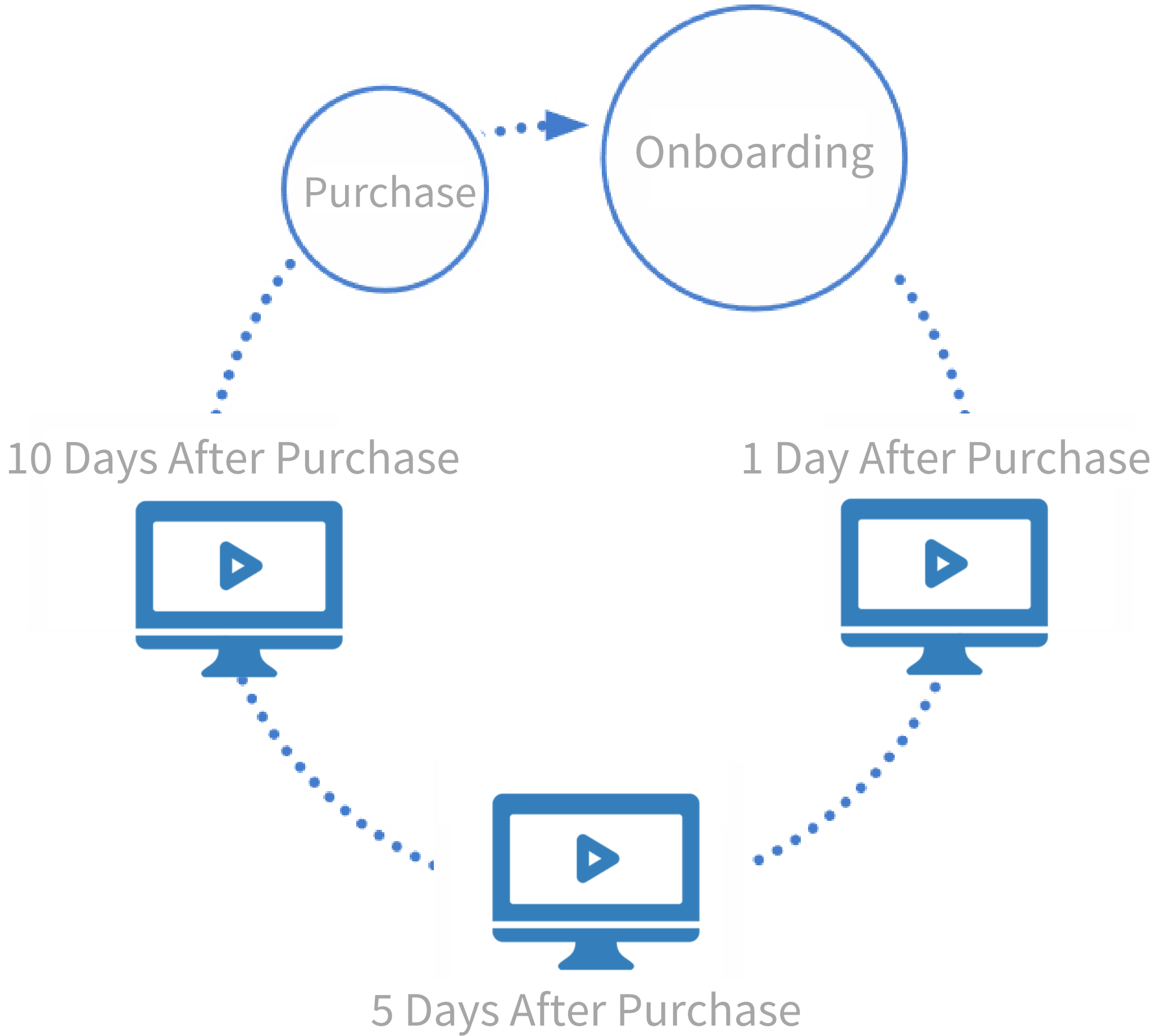
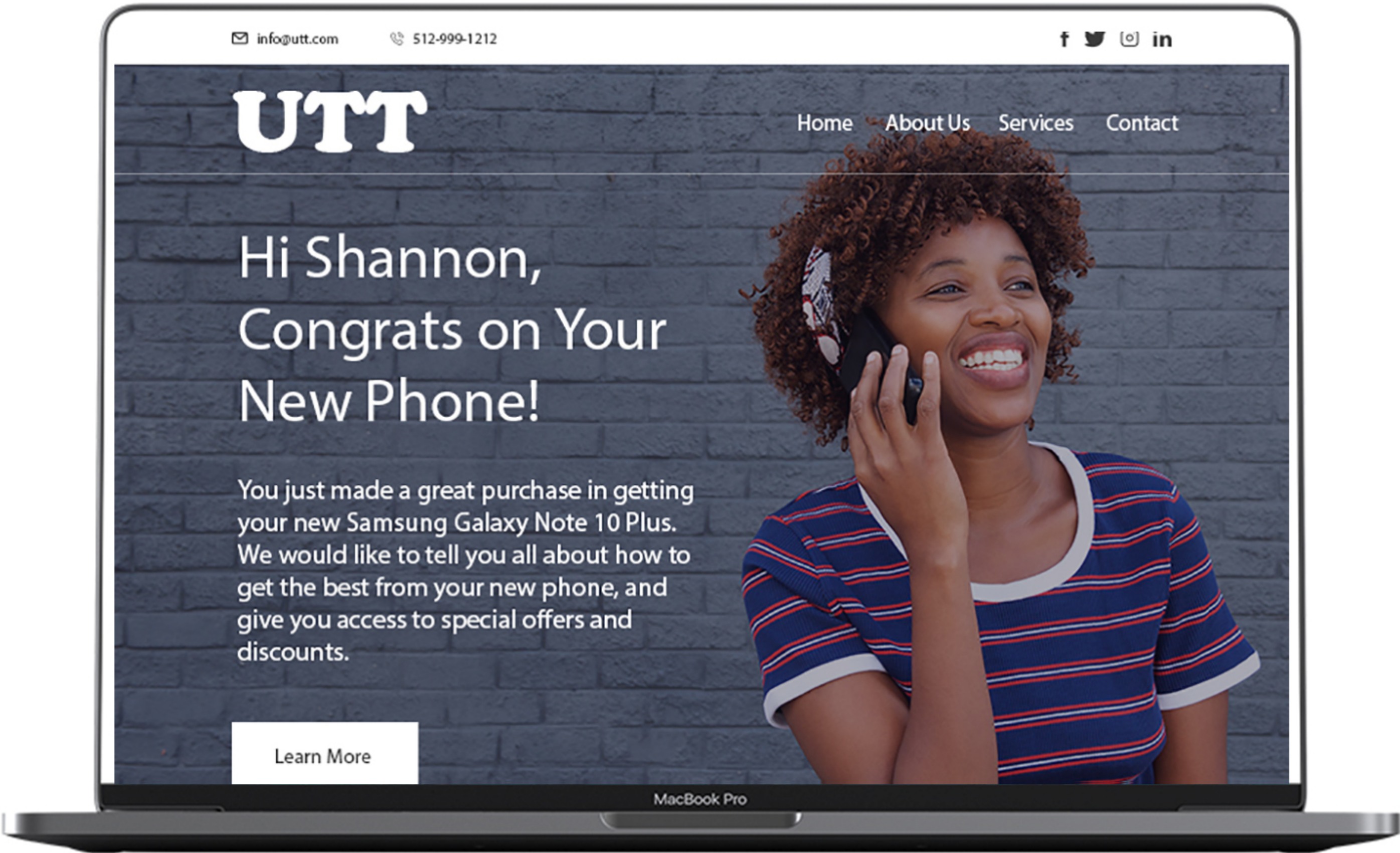
...

116

%



# BUILD EFFECTIVE EMAIL/VIDEO CAMPAIGNS





# POST VIDEO POPUP



Get Your  
Wifi Setup



Learn More About Your New Device



Special Offers  
And Discounts

# USE CUSTOMER DATA TO PERSONALIZE



- Customer Name
- Names of other Plan Members
- Device/Equipment and Plan Details
- Support Recommendations
- Previous Billing History
- Previous Browsing History
- Previous Purchase History



# PERSONALIZED OFFERS/UP-SELLS



Maggie, according to your current usage thru 2019, we can save you \$90 on your phone bill.



Jack, we noticed you have been searching for the new Samsung Galaxy Note 10 Plus. How would you like to get it for 25% off?





# Powerful Dashboard Shows Your Campaign Results

- Unique Visitors
- Total Page Views
- Unique Video Views
- Total Video Views
- Avg Video Views Per Visitor
- Visitor View Rate
- Avg Time to First Frame
- Total Hours of Engagement
- Total Clicked CTA
- Unique Visitors – Clicked CTA
- Percent of Visitors – Clicked CTA
- Viewers Who Viewed to Completion
- Chart - Desktop vs. Mobile
- Chart - Stats by Specific CTA
- Chart – Total Views
- Chart – Completion Rate by Percentage



# DEPLOYMENT

WHAT WE PROVIDE



1-on-1 Targeting for every  
Guest/Traveler



Storytelling

Survey



Analytics



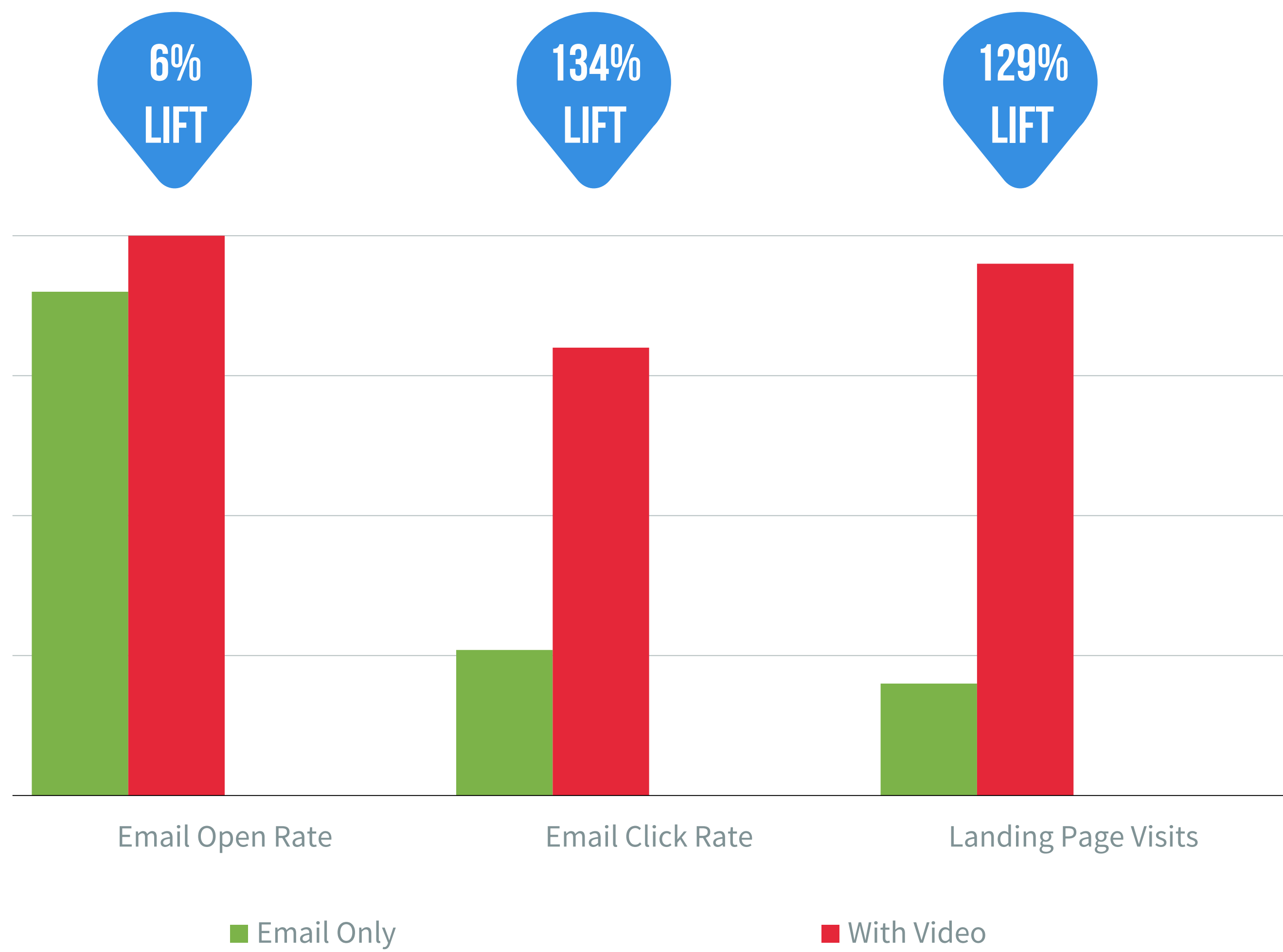
Use Your Data for Personalization



Deployment SMS/Email

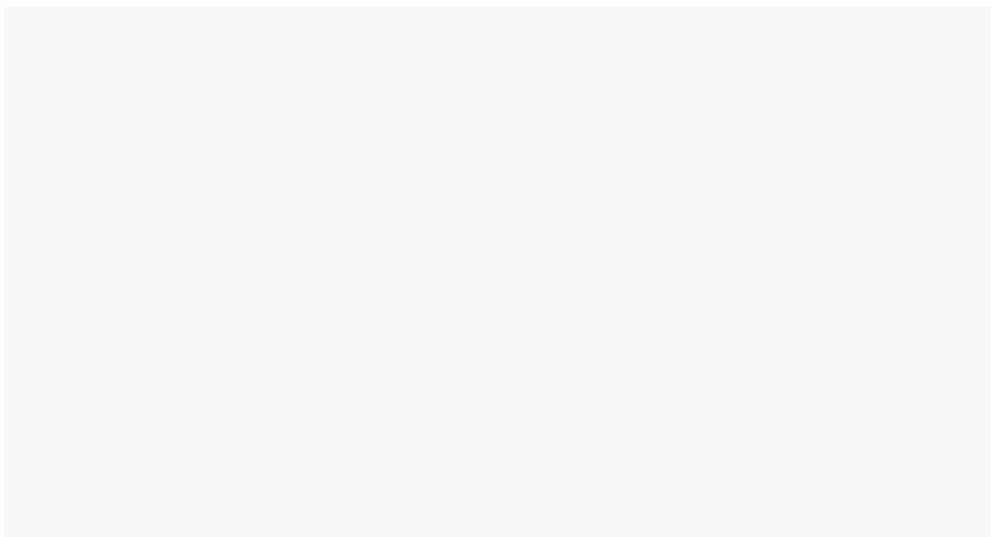
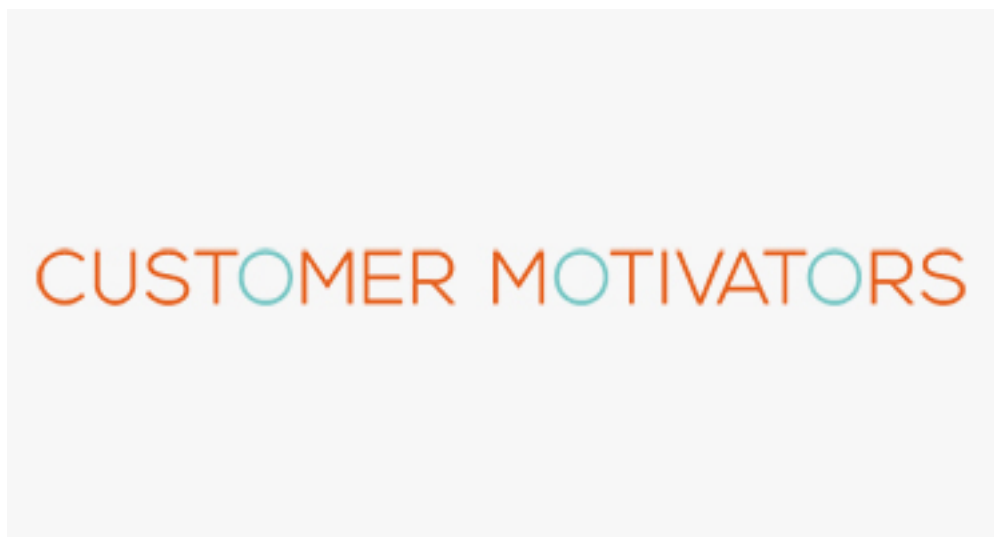


# ENGAGEMENT LIFT





# CUSTOMERS





# THANK YOU

