

# Case Study: European Mobile Operator Increases Average Response Rates by 643% in 3 Weeks



## Customer Overview

A growing European Mobile Operator with a customer base of over two million subscribers is focusing on improving marketing results. The operator offers both prepaid and post-paid packages through 800+ exclusive shops, call centres and the website and needs to stay ahead of the competition in its marketing delivery. This provider prides itself on delivering services based on honesty, transparency, simplicity and optimisation of internal resources. This customer commitment, along with competitive pricing, has enabled it to rapidly expand in its home market.

## Customer Initiative

Having traditionally focused on communicating with subscribers via SMS, each marketing campaign was manually developed, the offer construction and launch was designed for each customer and then responses were individually tracked and manually fulfilled. This process was inefficient, time-consuming and costly.

The provider also communicated inbound with customers via a call centre and the web however there was no integrated marketing channel strategy. There was no ability to undertake sophisticated analytics, modelling or campaign simulation to target the customer base with relevant, personalised offers and campaigns. Instead, customers were being manually segmented based on two or three basic criteria (e.g monthly usage and previous top-up amounts).

The company recognised that existing technology limited their marketing capabilities. The manual marketing processes needed to be streamlined from the point of segmentation and offer creation, through campaign design and launch, to making an offer to a specific customer in the appropriate channel, and identifying that the offer was accepted and needed to be fulfilled.

## Customer Business Challenge

The Mobile Operator faced two major challenges prior to using Toovio:

1. **Lower than expected campaign performance** – there was an immediate need to improve the success of SMS offers sent to customers. Average performance was a 1.5% response rate for outbound campaigns.
2. **Speed to market** - the process was entirely manual – from list creation to fulfilment and typically took days for campaigns to be built.

These challenges were difficult to solve, for a variety of reasons:

- The focus was on outbound and reactive offer campaigns.
- Campaign programmes were not driven by sophisticated segmentation or modelling.
- Limited budget to acquire needed software and infrastructure.
- A lean marketing team with limited resources available to run and maintain a sophisticated marketing program.

## Business Requirements

The marketing team evaluated the options and examined potential solutions. They identified four primary solution requirements to address their marketing needs:

*Marketing Automation  
Enhanced Modelling*

*Event Triggered Campaign Management  
Sophisticated Analytics*

With a small marketing team and the fact that much of the marketing is outsourced meant that working with lots of marketing solutions would be impossible, they needed one solution.

## Engaging Toovio Real Time Marketing

The Operator required a marketing solution with the level of sophistication found in the major global wireless providers, but without the cost, complexity, and implementation time. They found that option with Toovio's **Interaction Manager**.

Toovio was engaged to achieve the following objectives:

- Deliver a state-of-the-art, real-time marketing solution
- Enhance response rates and revenue generated from SMS campaigns
- Enable the launch of multi-channel offers across all channels (call centre & IVR, online and retail)
- Effectively leverage adaptive and predictive models
- Provide access to enhanced reporting and real-time dashboards
- Link marketing with existing solutions to fulfil offers automatically
- Deliver a cost-effective, quickly implemented solution
- Manage multiple subscription options, including a revenue sharing model

## The Toovio Solution

Toovio delivered a pilot based on Toovio Interaction Manager marketing capabilities to prove the business case prior to any investment. The pilot included all the IM modules, adaptive predictive models, marketing rules engine, batch decisioning and outbound campaign tools, delivered as software as a service (SaaS).

The pilot only took three days to set up and lasted for three weeks. It leveraged Toovio's adaptive and predictive models to drive more targeted segmentation for campaigns based on customer behaviour. The marketing team used Toovio's simple user interface to create, edit and deploy their campaigns, it dramatically increased the speed of getting campaigns launched.

The Toovio solution also provided the outbound campaign functionality used to create files for the established SMS campaign system. The marketing team provided the inputs (data elements, offer details, channel strategy, etc.), inserting them into a defined, industry-specific approach; the Toovio solution did the rest. This allowed the marketers to build and use elaborate predictive and adaptive models, combined with a robust rules engine, to better target customers.

## Pilot Execution & Results

During the three-week pilot, the marketing team ran seven campaigns. Six were targeted to prepaid subscribers promoting customer specific "top-up" offers. The other campaign targeted postpaid subscribers, encouraging migration to a higher tariff based on their usage.

The results from the pilot were very impressive. Historically the business had achieved an average response rate of only 1.5% from outbound campaigns.

During the pilot using the Toovio solution, average response rates increased to 9.65%. This was a 643% overall increase in the average response rate. Record response rates were achieved with two of the campaigns delivering response rates of just under 16% and 21%.

Campaigns Run During 3 Week Pilot	Campaign Response Rate	Response Increase From Using Toovio
Postpaid Upsell Campaign	2.41%	161%
Prepaid Top-up Campaign #1	5.16%	344%
Prepaid Top-up Campaign #2	5.11%	341%
Prepaid Top-up Campaign #3	15.84%	1,056%
Prepaid Top-up Campaign #4	8.70%	580%
Prepaid Top-up Campaign #5	20.76%	1,384%
Prepaid Top-up Campaign #6	9.56%	637%

## Business Impact & Future Expected Results

The pilot clearly illustrated the success of the Toovio solution in addressing the primary business challenges for this mobile operator.

1. Lower than expected campaign performance - the pilot increased average response rates by 643%
2. Speed to market – using Toovio the marketing team was able to create, test and launch campaigns within hours without extensive training.

The results of the pilot enabled the organisation to develop a business case to validate a full adoption of Toovio's real-time marketing service. Based on the additional revenue from the higher response rates the operator was able to prove a return on its investment in less than four months.

Future phases will specifically include Toovio's analytics module, which provides actionable insights, dynamic Q&A functionality, incorporate marketing budget and investment management, and expand to additional operator channels (call centre, online, retail stores) with Toovio's applications.

## Summary

Toovio Interaction Manager has, and will continue to, directly increase revenue by maximising response rates to their campaigns and communications.

In addition, the Toovio solution empowers the marketing organisation with a cost effective marketing service delivering enhanced capabilities to create, test, and launch real-time marketing strategies quickly and efficiently.

### About Toovio

*Toovio, a SaaS-based marketing solution provider focused on enabling multi-channel offer orchestration, was founded to fill a void in real-time marketing and customer interaction tools. Focusing primarily on cross-sell and customer retention scenarios, Toovio assists a range of industries in driving profitable business between the organization and its customers.*

### About QuestIT

*Quest IT & Toovio Inc partner to deliver real-time marketing solutions to the UK market. Established and incorporated in 2000, Quest IT has evolved as a niche independent technology consultancy with a reputation for helping clients maximise revenues through design and implementation of effective customer facing solutions. Quest IT's success is underpinned by a consultancy team that understands both business and technology backed up with commercial understanding of the markets they work within.*

*Quest has helped successfully delivered solutions to many UK and European clients in the Finance, Banking, Telecommunications, Digital Media and Broadcasting, Local Government and Insurance sectors. As an exclusive Toovio distributor, Quest IT assists organisations in the UK to derive maximum value from their real-time marketing programs using some of the most experienced consultants in the sector.*

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