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The Next Generation Mobile Marketing Ecosystem: Beyond SMS Ads to Customer Insights and Offers

A Road Map for Telecom Operators

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A Roadmap for Telecom Operators

Currently, mobile marketing makes up just a small portion of the online advertising market. Yet its potential is high—thanks to its ability to narrow down target consumers with interactive marketing offers at any time.

That potential appears especially high when it is considered in the context of the development of social – local – mobile applications (popularly known as SO-LO-MO). Large telecommunications operators are already preparing to take advantage of this opportunity, yet the competition will be fierce. Advertising networks, Internet players, specialists in mobile ad technology, and systems integrators, too, are looking to build a strong position in the mobile marketing value chain in hopes of capturing a significant portion of this new revenue stream.

Telecom operators tend to see mobile marketing as a way not just to boost revenues but also to fund new digital services that will enrich their content offerings and reduce churn. What differentiates the incumbents from the rest is that they have access to invaluable, targeted customer data. Telecom operators need to partner with merchants to:

**Find innovative ways to monetize their greatest asset:
rich subscriber data**

BEYOND IMPROVING COST-EFFECTIVENESS: USING SUBSCRIBER DATA TO UNLOCK NEW REVENUE STREAMS

Successful telecom operators are embedding new capabilities of all kinds into their operating models to improve cost effectiveness. However, new opportunities to monetize subscriber data and partner with merchants and brands, unlock significant new revenue streams for operators such as:

- Offer marketers and merchants powerful insights on how to segment and target customers
- Build large databases of qualified subscribers who have opted in to receive offers and rewards from these marketers.
- Mobile payment services will complete the offering, allowing customers to buy advertised products through their mobile account without having to provide sensitive personal financial information via the mobile Internet.

THE MULTI-CHANNEL APP FRAMEWORK FOR TELECOM OPERATORS

In order to create a truly rewarding, differentiated customer experience, it is critical to fully understand the customer – his motivations, likes and dislikes, friends, influences and preferences. This sort of a holistic understanding of the customer is what brand marketers crave for.

It is no revelation that telecom operators are sitting on a gold mine of subscriber data: socio-demographics, consumption habits and behavior, geo-localization, type of mobile device, etc. Telecom operators can capture an aggregate customer profile, invaluable to marketers, by combining a customers' mobile data with social data. Social Data is the collective information such as likes, dislikes, tastes, interests, hobbies, friends, peer networks, demographic & psychographic data produced by millions of people as they actively participate in online social activities (for e.g. on Facebook, Twitter, blogs, reviews).

The Happiest Minds Multi-Channel App framework (consisting of Social, Mobile and Web Apps) syncs a customer's mobile data with social data to provide a holistic understanding of customer behavior. This data can be monetized by telecom operators to enable marketers to create deeper, meaningful relationships with customers.

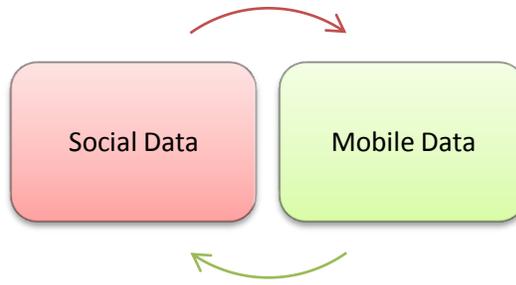


Figure 1: Combining A Customer's Mobile Data With Social Data Through The Multi-Channel App Framework (Secure Social, Mobile and Web Apps) Provides Keener Understanding Of The Customer's Tastes, Preferences And Social Influence

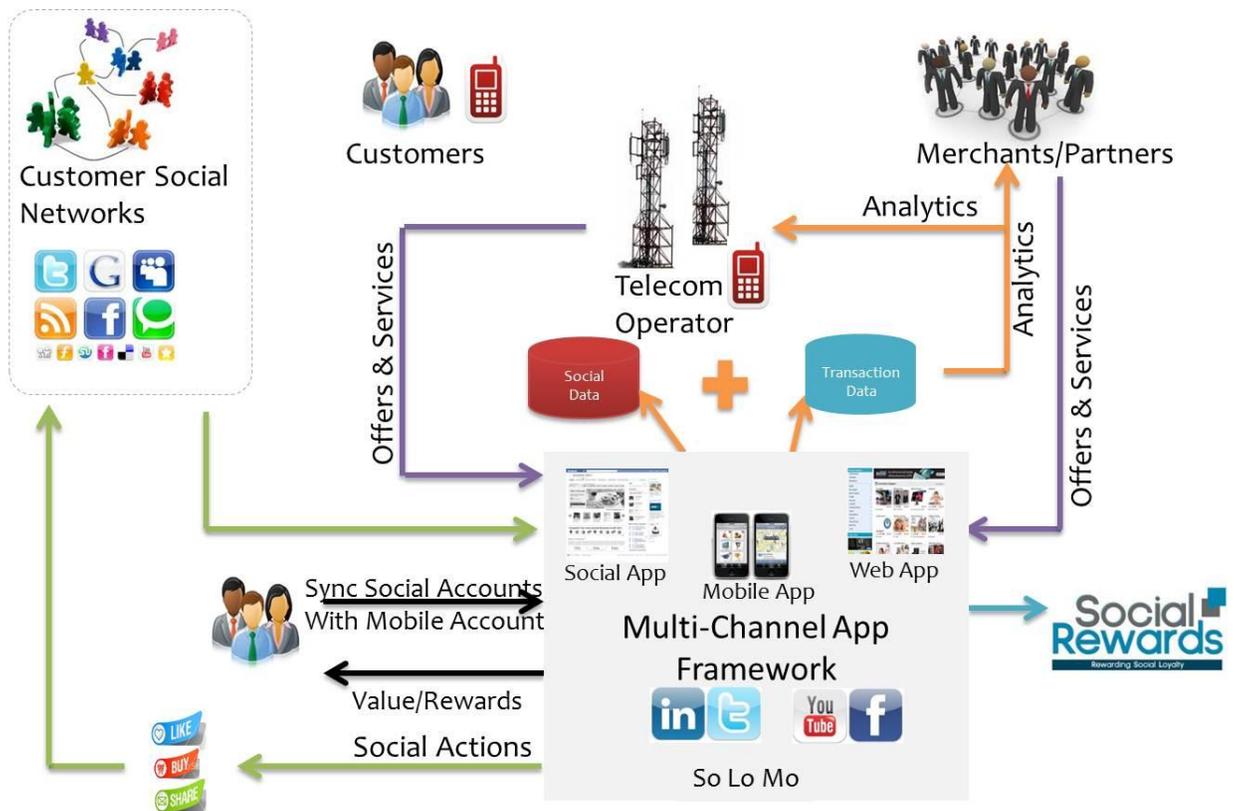


Figure 2: The Multi-Channel App Framework Gives Telecom Operators Richer Insights Into Customer Preferences By Combining Social Data With Transaction Data Using Secure Social, Mobile and Web Apps To Help Marketers Create Deeper, More Meaningful Relationships

WHAT IS THE MULTI-CHANNEL APP FRAMEWORK?

To capture a holistic view of the customers, telecom operators can use the Multi-channel App Framework consisting of secure Social, Mobile and Web Apps. Using these, customers sync their social accounts (such as on Facebook, Twitter) with their mobile account (with the particular telecom operator). By taking advantage of their strategic mobile assets, targeted data, and subscriber relationship, telecom operators have the potential to tap into not just a new high-margin revenue stream, but also the opportunity to build a strong position in the overall digital services space (for example, high-margin value add services for merchants such as customer insights, dashboards, social engagement, loyalty, offers and daily deals).

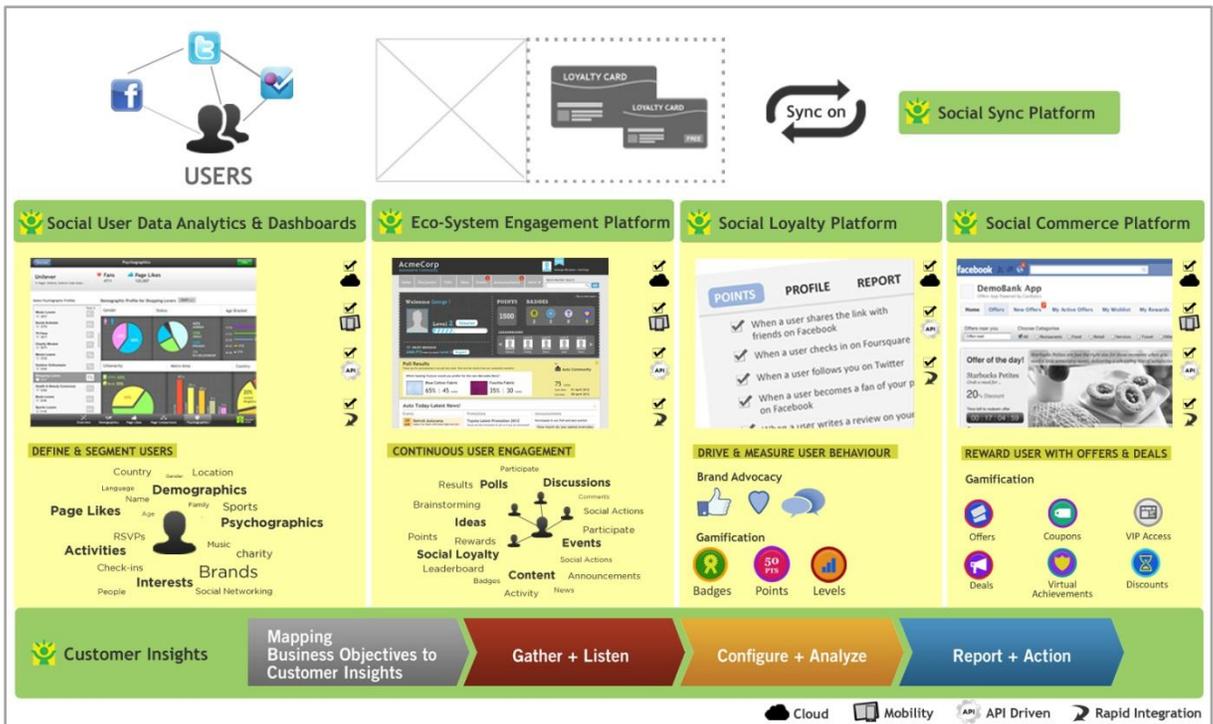


Figure 3: Components of the Multi-Channel App Framework

HOW SOCIAL DATA CAN ENABLE UNDERSTANDING OF “WHO YOUR CUSTOMERS ARE?” & “WHAT ARE THEY SAYING ABOUT YOU?”

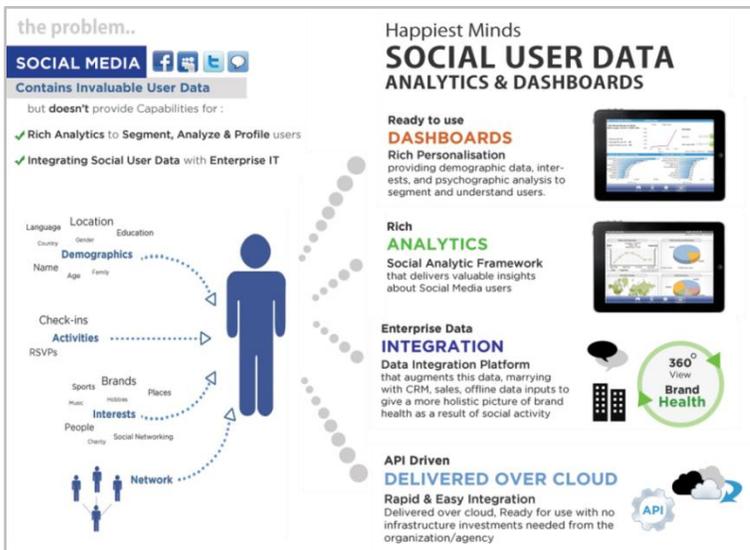
Telecom operators can combine social and mobile data using the secure multichannel app platform to develop a deeper understanding of customer tastes and desires. **This understanding is then shared with Marketers who can use this data to provide more relevant offerings, deals and services.**

For example, insightful customer data such as:

- *Mary K. is a 30 year old, female, college graduate and entrepreneur; owns one of Boston’s hippest boutiques; a lover of sailboats and Italy; travels internationally for 3 months a year*
- *John S., 22 year old, male from Charlotte, a Rhodes Scholar; aspires to start an innovative educational institution in developing countries; drives a Porche (a gift from his wealthy grandfather)*
- *Lisa M. is a 40 year old, female; immigrant from Ukraine, successful real-estate agent living in upstate New York*
- *Roger T. is 62, retired after working for 35 years in the Underwriting department of ABC Insurance; extremely active, golfs twice a week, is proud of his garden and is also an avid fisherman.*

Happiest Minds has developed powerful User Data Analytics and Dashboards to enable telecom operators to understand “Who Their Customers Are?”:

1. Perform Rich Analytics to Segment, Analyze & Profile Users
2. Integrate Social User Data With Enterprise IT



Up to 70% of consumer spending is influenced by Web, mobile research, social preferences and influences. For Brand Marketers, understanding “what is being said”, what are customers thinking, reviewing and influencing therefore, becomes very critical. **The Happiest Minds Customer Insights Framework can be used by telecom operators to provide marketers with the essential “what is being said?” information to:**

- Extract valuable insights to drive business decisions
- Craft more relevant, targeted offers, services and deals



Figure 4: Happiest Minds Customer Insights Framework Provides A Universal View Of A Telecom Operators’ Customers By Implementing Social Master Data Management, Which Captures "What Customers Are Saying"?

MITIGATING RISKS RELATED TO PRIVACY OF CUSTOMER DATA

The use of customers’ personal data requires their approval, not just for legal reasons but also to avoid offending customers who might view mobile offers, deals and content as irrelevant or intrusive.

The Multi-Channel App Framework will mitigate the risk related to privacy by giving customers the control over the kind and amount of social data that is shared. The social app also captures and leverages customer data available in public domains such as blogs, reviews, Q&As, Twitter, etc.

WINNING IN THE NEXT GENERATION MOBILE MARKETING ECOSYSTEM:

Using **the Multichannel App Platform**, a telecom operator can develop a keener, more holistic understanding of their customers. This aggregate understanding of customers is very valuable to marketers. When customers are presented with more meaningful offers and deals that take into account their social interests and preferences as well as their mobile usage history and location, they feel more empowered to take action resulting in greater redemption rates, more engagement and reduced churn. A win-win situation for all:

Opportunities With Merchants To Craft More Relevant Services, Innovative Products, Co-branded Offers And Deals

Deeper, More Meaningful Customer Relationships Through Richer Engagement: Reduces Churn

Better Understanding Of Customer Tastes And Preferences Through Social Data Analytics: Leading To Opportunities For Capturing Increased Share Of Wallet

Figure 5: Benefits of combining mobile data and a customer's social data using Multi-Channel App Framework

About Happiest Minds Technologies

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as “Born Digital . Born Agile”, our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings. Please write to us at business@happiestminds.com

About the authors

Rupa Shankar (rupa.shankar@happiestminds.com) is an Associate Director in the Happiest Minds Social Computing Practice. She brings expertise in Digital and Social Media Marketing, Brand Management, Content Strategy and Customer Experience Research. Most recently, she worked at ITC Limited, one of India’s largest CPG conglomerates where she spearheaded opportunities for consumer engagement in digital and social media spaces for all ITC Personal Care brands. Prior to that, as an Analyst, Customer Experience, at Forrester Research, she created research that focused on the future of digital customer experiences—specifically, how companies organize, staff, and create design processes that help them deliver breakthrough experiences via websites, mobile, and other rapidly emerging digital touch points like tablets and apps.

Shahnawaz Khan (s.khan@happiestminds.com) is the General Manager and Practice Head of the Happiest Minds Social Computing Practice. He brings in-depth experience in leading cross functional teams for conceptualization, implementation and rollout of social business platforms. Most recently, he was responsible for building & managing various social computing platforms at MindTree, which were critical in winning multiple MAKE awards. Prior to that he led product development for various parts of Wisdom & Acumen—a next generation knowledge management & collaboration framework, at Srishti Software; for which it won the NASSCOM Innovation award. He is passionate about social computing and believes that, when leveraged in conjunction with mobility and analytics, it presents opportunities to create paradigm shifts in business enablement, differentiation & customer engagement.