

HOW A LEADING UK TELECOMMUNICATIONS BRAND
LEVERAGED DECISIONING FOR A TRUE

OMNICHANNEL EXPERIENCE



SUMMARY

With an optimised approach to data and decisioning, this long-term Acxiom Telecommunications client gained maximum value from their existing marketing technology stack and with Acxiom's expert knowledge were advised on what new next generation software would complement existing legacy systems to meet immediate and future needs.

Now able to intelligently recognise customers across every touchpoint, within 2 months, the client was able to contact 98% of their customer base with new, relevant offers - up from 40%.

THE CHALLENGE

Wanting to enhance customer recognition across every touchpoint, but inundated with highly complex data, this UK Telco had a need to work around the limitations of their existing decision engine and gain maximum value from their existing marketing technology stack but also invest in the right new next generation software to meet present and future requirements.



RESPONSE

Working to optimise the client's existing decisioning engine and technology stack, advising on new software to complement it and unlocking potential from their complete data foundation, Acxiom's solution was designed to:

- Optimise the time, costs and resource of existing technology
- Advise and integrate new next generation software
- Create a data, identity and decisioning ecosystem that enables enhanced customer recognition - and delivers the next-best-experience





THE IMPACT

From a mid-2020 launch, after just 2 months, the solution has empowered the client to speak to their customers and prospects with one voice and message regardless of the channel, to deliver a true omnichannel experience, and always ensure next-best-action by pre-calculating the best offer to make to customer households or individuals.

- Processing is now supporting more than **500 billion combinations** of customer and offer eligibility
- The Telco is now able to deliver customer offers to **98% of the customer base**, up from 40%
- Implementing next-best-action capabilities has enabled the client to reach customers across more channels and creates a platform to include more over time.

MOVING FORWARD

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For the first time we're enabling real time decisioning to power fully personalised offers across all customer touchpoints which is a major milestone for this client and allows them to achieve maximum value from their investment.

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