

The challenges



Maintain market leadership through

- Renewal of existing accounts
- Upsell / Cross-sell of plans, packages, and services



Realize accurate revenue through

- Increasing timely bill payments
- Reduction on outstandings



Improve relationships through

- Better user experiences on digital
- Contextual communications around loyalty benefits and privileges

More opportunities Better connections



Quality data

through cleansing and augmentation



Conversion drive

through segmentation and precise targeting



Effective communications

through individualized and relevant lifecycle notifications

The impact



Communication streams

Collection, retention, loyalty

What we did



Channels leveraged

Email, SMS, web, mobile app

Segmentation

- Demographics
- Location
- Plan & duration
- Account status
- Online & social behavior
- Campaign response

Conversion tracking

- Renewal / subscription
- Online payment
- Offer response
- Referrals

How we did it



Multi-dimensional

- Multi-channel / multi-wave
- Scheduled / ad-hoc
- Event-trigger

Data augmentation

- Customer profiles
- Stimuli / response
- Channel / time propensity
- Browsing history
- Conversion patterns
- Social network

Ask what Resulticks can do for your brand.

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