Executive MBA – Business Project

Telenor Markets - Business & Revenue growth via Contextualized Offers , Promotions & Marketing

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Executive Summary

The objective of every business is to make profits and as the global market evolves into an increasingly competitive marketplace, profits are increasingly difficult to make. Businesses must concentrate on finding new options and new streams for earning money, making revenue and profits for the shareholders.

Due to the growth in Data usage and awareness of people towards the usage of social media , the market is moving towards data (3g/4g) and SMS / call means of communication are somewhat becoming legacy , as a result of this Telecom companies need to evolve and find a new avenue or dimension of growth and profits , which is contextualization which goes by contextualized offer and advertisement pushing to customers on the bases of their historical preferences. Telenor currently has 44million customers as per the stats from Aug 2019 and Telenor earned revenue of approximately 150 Billion PKR in 2018.[1i]

This project's aim is to focus on new avenue of growth for Telco's specifically Telenor Pakistan. Due to extensive data growth and public awareness there is a huge potential in this area as the revenue which can be earned from this side is business can contribute to a minimum of up to 5% add- on to currently earned revenue. Moreover, the companies which are using Telco medium for promoting their products can be charged as well or they an also work on revenue sharing mode.

Project Scope:

As the time goes by and we move forward into more diverse and competitive market environment every company needs a strategy to evolve itself in order to remain suitable and at pace with the changing trends and fast evolving technologies. The same way telecom sector also requires to change its strategy and think of out of the box areas and solutions to bring in more revenue for the company apart from traditional telco/GSM business. This project aims to determine and advise the telecom sector about new avenues and benefit and opportunities in the new avenues and the revenue involved as well. I will be working and advising the Telecom sector about moving to the New Thing which is referred to as "Next Best Offer" and in Telco IT term we call it Contextualized offers pitching , briefly we explain this as :

"Pitching in to customers the offers which they like, considering the trend followed by the customer historically"[ii](7)

Introduction to the Topic (Historical Trends & Added Revenues via Contextualized marketing)

In these fast changing times where market competition is growing and subscribers are relying more and more on over the top (OTT) Applications like snap chat , viber, whatsapp, IMO. Hence the service providers/ Telecom operators are looking towards different measures that can be taken by them in order to earn revenues and spend less , below are the important goals telecom operators are looking to achieve:

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[1] www.telenor.com.pk

- Increasing revenue
- Reduction in operational costs
- Reduction in churn out of customers

The figure below shows the top objectives that are cited by the C level officials of the different firms where 5 means the most important and 1 means the least important :
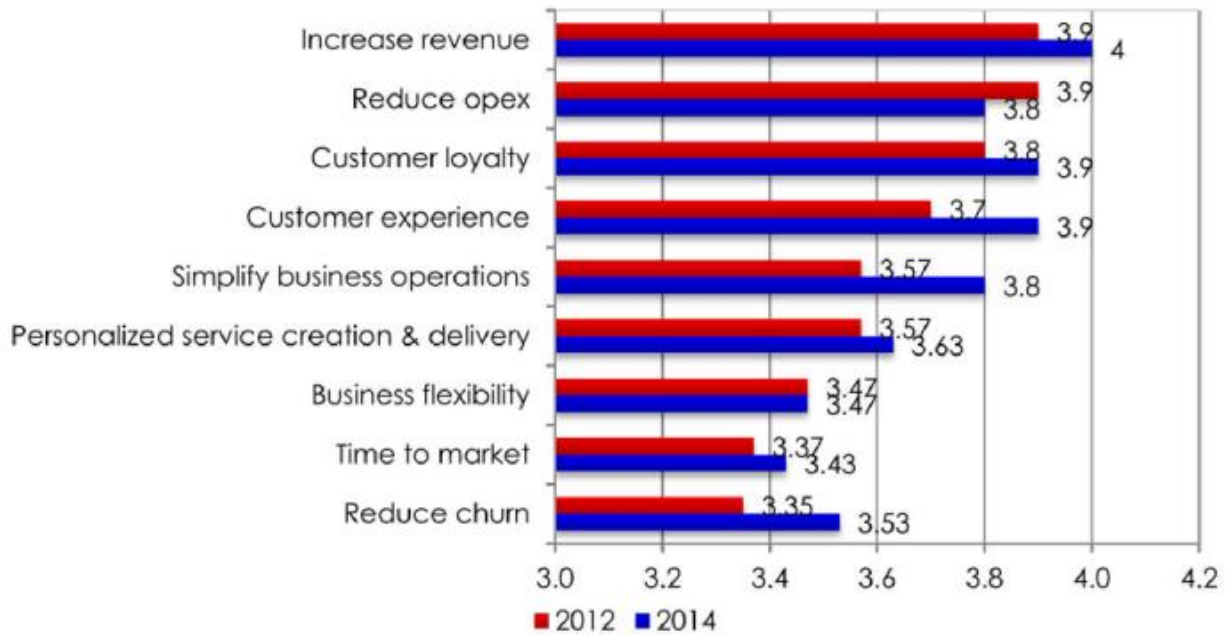
iiiiv

Telecom Operators Objectives[2]

We can depict from the graph that customer experience and customer loyalty has earned maximum points, which is clearly pointing out that engagement of customers towards the operator is becoming critically important day by day. [3]

As the competition is growing service providers require new ways and resources to stay into competition and be relevant to the customers. That is where contextualization comes in.For bringing ease in doing contextualization Service providers will have to implement Big Data analytics which aide them in sharpening their campaign management. Leveraging customer data and their transaction history will help in cross selling and up selling of telecom offers along with right contextualized marketing to the right customers. From foreign cases we can see that as a result of implementation of above mentioned items the effectiveness of campaigns is up by **15 − 25 %** and the customer churn is reduced by **8-12 %**[v]. Another recommendation is that the service provider can enable location based advertising using data analytics

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[2] https://www.huawei.com.cn

[3] https://www.huawei.com/en/

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using geo fencing. For example in this , if a subscriber enters a specific area/location where there is some promotional advert is available for his / her favorite brand he/she instantly gets a message.

As per the survey done by Heavy reading it is predicted that the as a result of applying /using data analytics properly to engage customers will increase the revenues from **0.68Bn $ to 3.68Bn$.**[vi] **(8)**
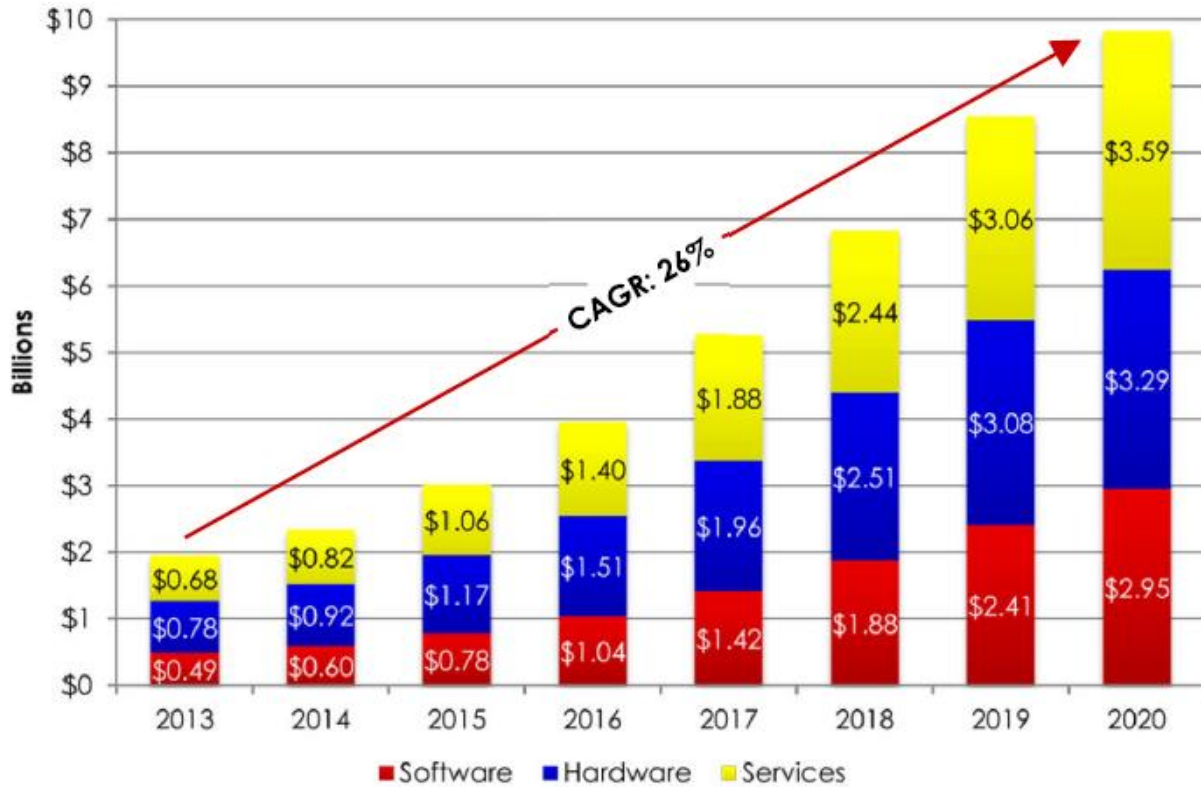
Source : Heavy Reading

With the help of data analytics in contextualized marketing the telecom service providers will be better able to reach their target audience. One such example is SingTel which has partnered with a 3rd party company (amobee) to provide its customers relevant advertisements in order to add another channel of revenue to its stream and engage customers in an attractive and engaging manner instead of teasing customers with irrelevant promotional & marketing advertisements.[vii]

What is Contextual Marketing :

In Easy words :

" Contextual marketing is a digital marketing model, aimed at targeted advertising to customers, based on the search terms or online browsing patterns." For example - There is a person who searches for reviews on a top smart phone, and reads some article related to it. Thereafter, the user might open his social media page, and be shown ads for best smartphones under $500. Moreover we can therefore use contextual marketing to optimize customer retention, improve customer experience, construct a 360

degree view of the customer, enhance & automate campaigns, and create seamless customer journeys. Contextual marketing and personalized experiences work hand in hand.[4]

Overview of Contextual Marketing Engine

When we look at below picture for any contextual marketing engine it involves a lot of data the BIG Data the is the building block of the whole working mechanism. Then it provides the channels on which we could potentially touch our customers based on their preferred channels and also pushes them the relevant promotions to ensure the optimized uptake and guaranteed revenues to the organization.

Benefits of Contextualized marketing :

Below some benefits of contextualization are mentioned :

The telecom industry deals with customers and exists because of the customers which utilise its services

therefore telecom service provider will focus on fields which revolve across consumer and enterprise markets for example :

For Consumers :

➢   Developing business models in video and entertainment

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[4] https://www.altudo.co/resources/blogs/3-ways-sitecore-can-boost-contextual-marketing-for-your-brand

➢ Healthcare (virtual care)

➢ Mobile financial services

➢ Location based or lifestyle services including retail, and on-demand information services such as maps, travel services or restaurant bookings.

 Revenue up to **$142 billion** can be generated with the help of these services and that will be above the operating profit for operators over the next decade, which will accumulate for up to 15% of total consumer telecom services revenue by 2025. The provision of relevant and contextualized services to customers should improve customer retention: a **0.5%** to **1%** annual reduction in churn could generate additional operating profits of $10.3 billion over the coming decade.[5]

Case Studies from the world on Contextual Marketing

Example Case Study Telefonica

A. **Telefónica's** (a Spanish Telecom service provider) launched a program for contextualization called Smart Steps programme which helps businesses make strategic decisions based on aggregated mobile network data across all of Telefónica's mobile users. **Approach :**

The solution uses big data assets to analyze movement patterns of millions of people, as well as their online behavior and demographic profile. The data is then extrapolated to provide insights that are representative of the total population in each area.

As a result of this Telefonica has been successful in tailoring insights for several applications, including public transport and retail. The industry has been quick to recognize the opportunity that digital services represent and over the past decade several companies have launched multiple offerings. Few, however, have been able to capture significant value at the scale and speed of digital disruptors, despite having access to several key ingredients, including millions of customer relationships and proprietary data.

B. Figures for North America:

The North America Contextual Advertising Market is expected to witness market growth of 16.7% CAGR during the forecast period 2018 - 2024.
Contextual marketing showcases ads based on the demonstrated interests of the users, as a result, decreasing the user annoyance and, at the same time, leading to better conversion rates. The rapid adoption of digital advertising in the consumer goods, retail, and restaurants segment has driven the growth of the technology. Digital marketing is largely used in consumer goods and retail industry to improve marketing services, enhance customer intelligence, manage trade promotions, and optimize prices, and drive loyalty marketing activities.

Based on the type, the Contextual Advertising market is segmented into Activity-Based Advertising, Location-Based Advertising and Others. Based on Deployment Type, the market is segmented into Mobile Devices, Digital Billboards and Desktops. The verticals covered under the report include Consumer Goods, Retail, & Restaurants, Travel, Transportation, & Automotive, BFSI, Telecom & IT, Healthcare, Media &

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[5] https://www.accenture.com/_acnmedia/accenture/conversion-assets/wef/pdf/accenture-telecommunications-industry.pdf

Entertainment, Government & Education and Others. Based on Countries, the market is segmented into US, Canada, Mexico and Rest of North America.[6]

Forms in which contextual Marketing can be catered for

Reference : North America Contextual Advertising Market Size and Segmentation

We can take example of North American market in order to pin out points which can be considered while implementing contextual marketing approach in our case for example :

- Activity-Based Advertising

- Location-Based Advertising

By Deployment Mode

- Mobile Devices

- Digital Billboards

- Desktops

By Vertical

- BFSI, Telecom & IT

Companies Profiled

- Microsoft Corporation

- Google Inc.

- com, Inc. (Amazon Web Services)

- Facebook

- Twitter Inc

- SAP SE[7]

Pakistan's Telecom Industry

There are four telecom operators providing services to Pakistani customers as of now which are as follows:

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[6] https://www.researchandmarkets.com/research/pc9d2m/the_contextual?w=4

[7] https://www.kbvresearch.com/news/north-america-contextual-advertising-market-size/

Business Growth Using Contextualized Offerings

1. Jazz
2. Telenor
3. Zong
4. Ufone

The market share of all is mentioned in below table[8] :

Telecom Operator	Market Share (%)
Jazz	36.87
Telenor	27.65
Zong	21.44
Ufone	14.04

A latest graphical representation of the market share is given below :
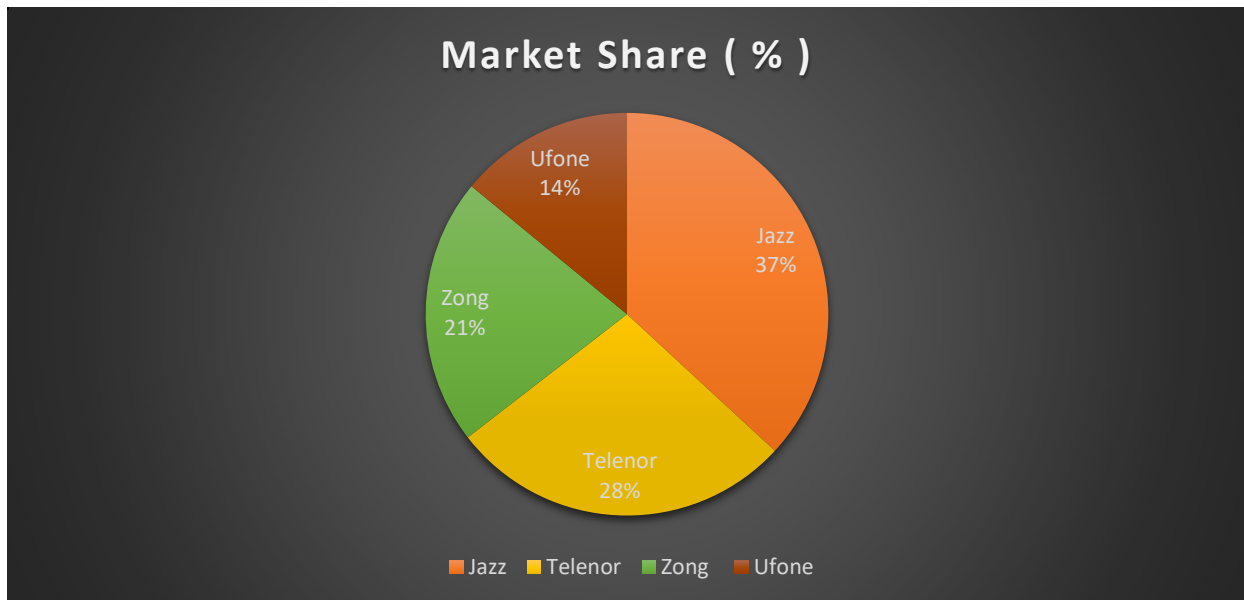

Figure 1: Market Share of Telecom Operators 2019

Moreover, the graph below shows a historical trend of market penetration change over the years :
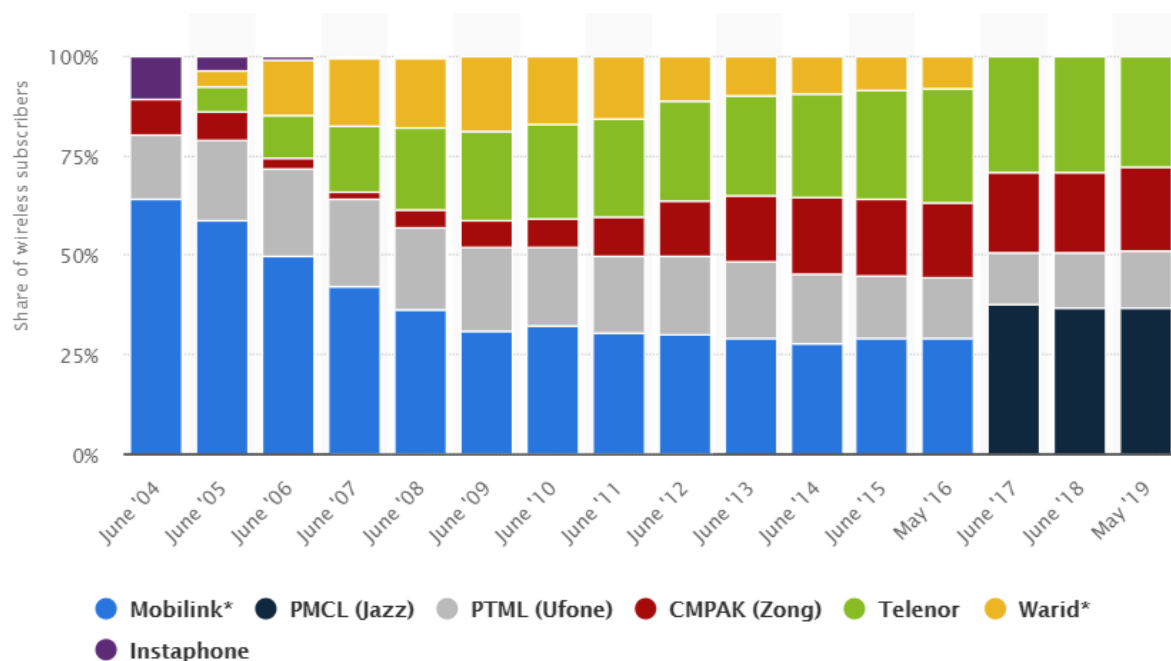
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[8] https://www.Pta.gov.pk/

Figure 2: Market Share Change over the years [9]

In the above figure we can see a market trend of telecom operators penetration over the years (insta phone mentioned in above converted to Zong later on and Warid recently merged into Jazz).

Contextual Marketing the Next Big Thing

Boosting customer experience

The brands are now being very conscious about contextual marketing as they are becoming aware of the considerable potential impact the customer experience has. Today, not all marketers see this as their responsibility. But this is likely to change as companies realize that digital interactions are becoming a critical determinant of customers' perception of their brand and therefore their willingness to spend. As per Gartner an IT research company, 89% of companies plan to compete on customer experience. The marketing department, with its growing knowledge of technology and its innate customer focus, is well placed to lead this competition. The more personalized the customer experience the more it's possible he/she likes it. To achieve a more complete customer experience, companies are working towards integrating on- and offline experiences, incorporating mobile technologies as well as consistent messaging across touch points and walking step by step with the customer throughout the buying journey—from awareness to post-sales support—in real time.[10]

Diversity Data in Contextual Marketing

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[9] www.pta.gov.pk

[10] https://eiuperspectives.economist.com/marketing/beyond-personalisation-challenges-contextual-marketing/blog/contextual-marketing-next-steps-evolution-marketing

Many of the strategies and tactics that would take contextual marketers to the next level are still in their infancy, but in the future marketers will be able to almost get inside the head of their consumers because of the insights about the customer that they have. The growing amount and variety of data and technology available to marketers will drive this development. Real-time data will allow brands to act on a consumer's behaviour in the moment, such as creating a pop-up box on-screen to communicate a special offer for a customer spending time on the brand's website. Location data (such as GPS or RFID), on the other hand, will enable action based on physical location to create touch-points—for example, by sending coupons to a customer who is near a retail location.

Social data will also become more useful as marketers build on the trust customers already have with friends and family. For example, through the use of dark social—web traffic that is not attributed to a known source—brands will be able to see beyond shares and likes within social platforms, to track when consumers share links with each other via technologies such as text or email. Cell phone is a great marketing tool, integrating search and mobile to make it easier for consumers to connect with a brand at any time and digitally engaging customer's in-store. With the help of the above, companies will begin to look more closely at the behavior of partners and other stakeholders to understand the whole ecosystem that affects how customers perceive them. Using advanced data analytics, brands will be able to predict behaviour and tailor ads and offers to the moment when the customer is most open to receiving the message. Contextual marketing will change how brands relate to consumers, and this will continue to evolve as companies focus more and more on the whole customer experience. It is evident with the current situation that the more the brands innovate and create more personalized experiences and offerings for the customers the more the customers will get bound to it.[11]

A Pakistani market perspective on contextual marketing

A recent survey by The EIU, sponsored by SAP, reveals that west European marketers are already collecting a large quantity of contextual information about their customers and prospects. Two-thirds are using some of that information to help them identify and communicate with prospects, among other marketing objectives. [12]

More Examples:

Contextual marketing:

Virgin Mobile targeted younger audiences with a platform which provides all information and latest gossips known as BuzzFeed-esque news hub. Providing the type of content that a target audience actually *wants* to read is a great way to stoke customer engagement. That was Virgin Mobile's idea when they partnered with Buzz Feed, which frequently produces popular content aimed at youngsters. In an effort to capture consumers in the 18- to 24-year-old age range, the telecom company created its own news hub called **Virgin-Mobile-Feed** and staffed it with a Buzz Feed-trained editorial team. The hub frequently features content, video and links to Virgin's social channels to entertain the youngsters. After launching this service a survey was conducted and its showed that 8.7 percent of respondents who had

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[11] https://eiuperspectives.economist.com/marketing/beyond-personalisation-challenges-contextual-marketing/blog/contextual-marketing-next-steps-evolution-marketing

[12] https://eiuperspectives.economist.com/marketing/beyond-personalisation-challenges-contextual-marketing/white-paper/european-perspective-contextual-marketing?_ga=2.116146693.2063754166.1572540998-1096691340.1572540998

interacted with the provider's content felt Virgin Mobile was a brand that understood them and the things they like, compared to just 2.8 percent of people who hadn't. Further, 10.3 percent of those exposed to the initiative were considering Virgin Mobile for their next phone, while 4.1 percent of those who weren't said the same. Of course, not all consumers are interested in content following the stylings of Buzz Feed, which means telecom companies need to take into consideration the pain points of all their current and potential customers. A content marketing strategy that includes assets that answer consumer questions and solves common problems shows that the company can be a helpful partner.

Product promotion and explanation aren't the only ways video can serve to entice consumers. Telecom companies that create their own video services can also bring in new customers and engage existing ones. That's just what China Telecom did with the launch of a video streaming service in 2014. The service included a library of movies and other content, and focused on the user experience through sharp picture quality, high video-coding standards and updated technology. Within two years, the company gained 2 million new subscribers, and today holds claim to about one-fifth of the video subscription market share, according to a report from IHS Market.

Product complexity and dissatisfaction are key issues for many telecommunications companies. A **2017** survey found that one-third of respondents didn't know how to classify their internet speed, and many who believed they did answered the question incorrectly. This shows the importance of how clear Telecom companies need to be when pitching in any new offer or package to the customers for example for the case of Telstra (a telecom company) product names like "turbo" and "ultra" don't provide clarity, either. Tackling this issue can help improve satisfaction because customers may begin to view the telecom company they use as being more transparent and honest about services (even if it already was). Australian company Telstra did this through providing one-pagers describing in clear, simple language the product packages the customer purchased. Within just a few months, the company saw a **17** percent in satisfaction. Confusing products and titles can be a detriment to the consumer experience, but so can products that don't meet expectations. Understanding consumer needs can help brands create offerings that satisfy their customers.

Highlighting the benefits of the products available through marketing is essential in standing out from the crowd. Adding features, such as Virgin Mobile's entertainment hub service can also capture attention.[13]

Let us elaborate our case here on our Sample **Telenor Pakistan**:

Telenor Pakistan

Telenor Pakistan is part of Telenor Group (Telenor ASA) **Telenor ASA** is basically a Norwegian multinational telecommunications company headquartered at Fornebu (Oslo). It is one of the world's largest mobile telecommunications companies with operations worldwide, but more focused and based in Scandinavia, Eastern Europe and Asia. It has extensive broadband and TV distribution operations in four Scandinavian countries, and a young aged research and business line for Machine-to-Machine technology. Telenor owns networks in 13 countries and has operations in 29 countries. Telenor is listed on the Oslo Stock Exchange and had a market capitalization in December of Norwegian Krones

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[13] https://www.brafton.com/blog/strategy/5-successful-telecom-marketing-strategies/

Revenues in 2018 were NOK 110.4 billion, making it the third largest company listed on the OSE. Telenor Pakistan on the other hand reported revenue of PKR 28.066 Billion for 2018. [14]

The ambition of Telenor Pakistan is to **"Connect customers to what matters most to them"** and Telenor is doing this by empowering societies through its data and other Services. Telenor Pakistan's values are as follows :

- **Always Explore.** We believe growth comes from learning every day. We're curious and we dare to challenge, test, fail fast and pivot.

- **Create Together.** We believe diverse teams find better solutions. We seek different perspectives, share, involve and help each other succeed.

- **Keep Promises.** We believe that trust is key in all our relationships. We take ownership and pride in delivering with precision and integrity.
- **Be Respectful.** We believe in the unique human ability to understand what matters for people. We meet everyone at eye level, listen and show that we care.[15]

Moreover, currently Telecom sector , specifically Telenor is working in pitching (showing customers) customers to contextualized offers. This is being done in order to keep customer intact with the service provider and in return earn revenue in the avenue which was never explored before , Telenor is the first to launch such offers in the area. For Telenor Pakistan and Telenor Group contextualized offers pitching has acted as a new stream of revenue.[16][17]
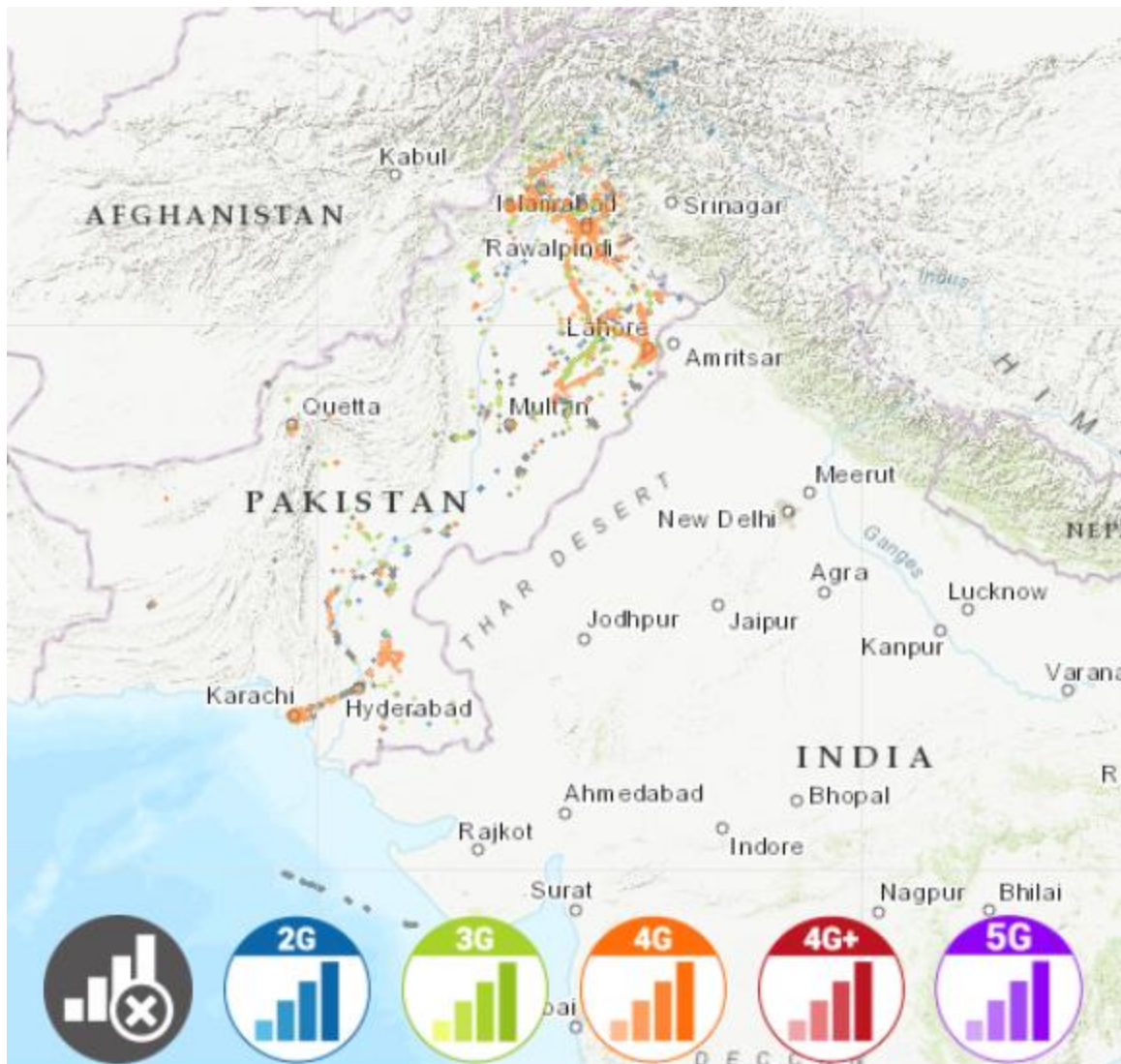
Telenor & its Operations in Pakistan

Telenor started offering its services in Pakistani Market back in April 2004 , starting from a SMS & Voice services-based brand offering a European standard call and SMS coverage to all its subscribers. Telenor's existence goes from main urban cities to the most remote and far flung areas of Pakistan which makes its special for the people of Pakistanr. The map below shows coverage of Telenor Pakistan across Pakistan : Communication is all about getting coverage and to stay connected to your loved ones, whenever and where ever you want. Telenor being the fastest growing mobile network in the country is bringing coverage closer to you by its vast network of radio sites with coverage reaching deep into many of the remotest areas of Pakistan, in the most difficult terrains of the country, from the hilly northern areas to the ends of deserts in the south, and there are multiple locations where Telenor is the only operator connecting the previously unconnected people to what matters most to them.

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[14] https://www.telenor.com/

[15] www.telenor.com.pk

[16] https://www.telenor.com.pk/personal/telenor/offers/

[17] https://www.phoneworld.com.pk/telenor-pakistan-wins-best-in-telecommunication-in-pakistan-and-best-in-pr-awards-at-8th-pas-awards/

Map Showing Telenor's Coverage.[18]

Moreover, below are brief highlights on Telenor.

- **International Prepaid and Postpaid Roaming Service**

  Telenor has an extensive International Roaming network covering over 170 destinations, the most comprehensive worldwide coverage offered by a mobile operator in Pakistan, therefore customers can easily rely on Telenor services while travelling abroad for both prepaid and postpaid segments.

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[18] https://www.telenor.com.pk/internet-data/coverage-map/

- **Largest DATA network of Pakistan**
  Telenor is one of the largest Data Network in Pakistan while offering 3G/4G data services to its customers in almost more than 90% of its coverage area. Moreover , as we speak work on 5G readiness has been initiated and will be launched for the consumers soon enough.

- **Largest Network of AJK & Northern Areas**

  Telenor also has the pleasure of connecting millions of people in the North of Pakistan including AJK. Telenor is providing coverage in Azad Kashmir and Northern Areas where no other network ventures. Giving seamless coverage at numerous destinations across Pakistan, while aggresively continuing efforts to expand its network.

- **Pakistan's first inflight cellular service**

  Telenor Pakistan launched First In-flight mobile phone services onboard International flights collaborating with AeroMobile exclusively on Emirates Airline. With AeroMobile complete global coverage, telenor subscribers can safely use their own mobile phones to call and SMS just as they would on ground.

For our case if we discuss about Telenor , Total subscribers of Telenor are about 43million ,now if we take into account stats from last three years (source PTA website) :

Mobile Cellular Revenues

|	2015	2016	2017	3 Year Revenues
CMPak	47.75	52.40	65.95	166.106
Telenor Pakistan	85.27	93.81	101.51	280.90
Jazz	94.30	122.70	144.04	361.04
Ufone	49.38	51.27	50.98	151.64
Total	276.7	320.18	362.48	959.69

Figures are in Billion Pakistani Rupees

As per the stats from PTA website Telenor earned PKR **280.9 Billion** in last 3 years. Now as per discussion and internal survey it has been known that 5% of the revenue earned from above is due to contextualized offering which amounts to (0.05 * 280.9 Billion PKR) 14 billion PKR (for 3 years) which means 4.7 billion PKR revenue per year in the last three years. This is the potential of contextualized offering of offers in

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the telecom industry. Telenor Pakistan launched contextualized offers back in 2017.[19]Whereas , following telenor , Jazz just recently launched make your own offer a few months ago in Aug.[20]

Contextualized offers framework can be used for to map the way for contextualized product promotions , advertisements and marketing. This can be judged by putting research work into customers page visits using Data.The pages and websites that a customer visits using Data (3g / 4g) can also be monitored for contextualized advertisement. The information and data collected as a result can then be used to run predictive analytics using clustering approach (which means "dividing customers into clusters of same types"). Below is an image showing data penetration in Pakistan :
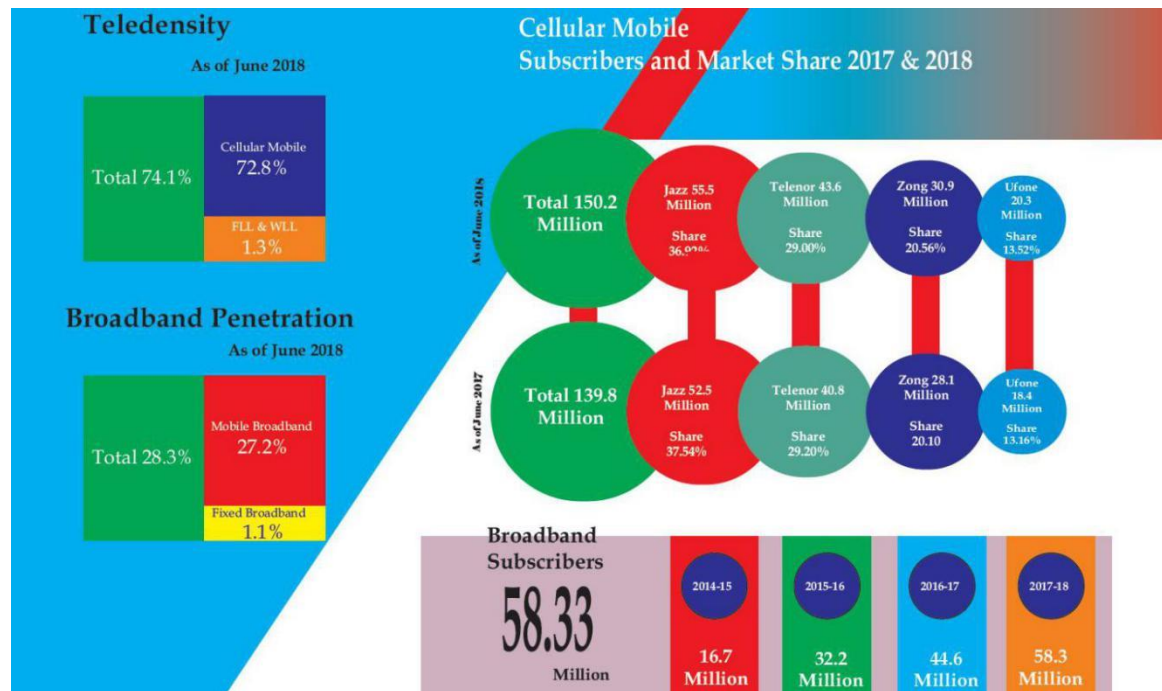
Data penetration image.[21]

The image above conveys the data usage density (this has been prescribed from pta website) , the data penetration can be used to formulate a business case to initiate **contextualized** marketing, advertising and promotions of products to run a pilot a first test case for the proof of concept of our case.

Main Business Model

For Telenor the introduction of contextualization started with the introduction of Telenor "**Make Your Own Offer**" for the customers, this was a real hit and became a favourite among the customers this was
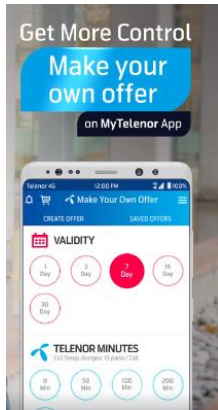
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[19] www.telenor.com.pk

[20] https://cells.pk/blog/jazz-packages/jazz-own-bundle-offer/

[21] www.pta.gov.pk

because customers were able to customize their packages as per their needs and likings , below shows a snapshot of the same :

Moreover a detailed view of the offer is given below :

In this image you are given the option to choose the type of package you want and the amount of

- SMS
- Internet MBBs
- Mins (offnet / Onnet)

You desire you can have from the chart.

As a basis of this a backend model based on cluster analysis was implemented which gathered information regarding customer choices and was helpful in creating a historic trend of the usage types of offers a customer intends to use varying from customer to customer.

Using these criteria a real time history maintainence engine was established which was used to push customers the offer of their choice as per their historic trends.
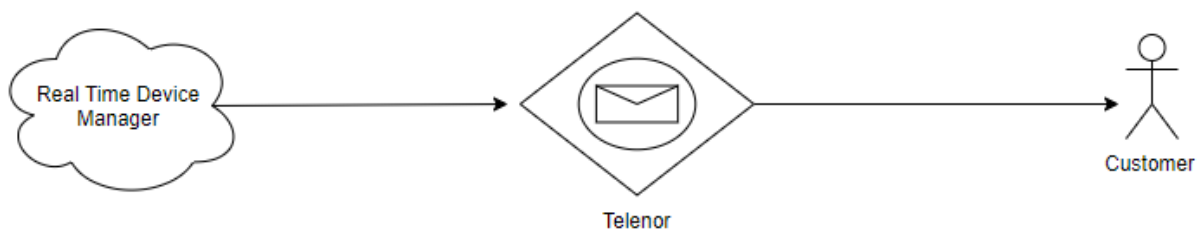
Real Time Device Manager

The real time device manager software works on the following principles :
The customers are divided into clusters depending upon :

1. Area / Location
2. Internet (MBBs) Usage
3. Calls (Mins both on-net / off-net)
4. SMS

These 4 main parameters are used to cluster out customers and then the history is kept for a week (as per business need this is kept configurable) and new offer pitching and promotions are carried out on the basis of above mentioned statistics.

Below is a basic flow diagram as well :

Real Time Device Manager applies checks on the numbers and as a result pitches the respective offer to the customer based on his/her :

- Historical Usage of
  - ➢ SMS
  - ➢ MBBs
  - ➢ Min

Analytical Tools

Moreover, different **tools** like Google analytics firebase are further used for monitoring the stats of traffic and carrying out reporting tasks as well.

Ways in Which Contextualization can be achieved:

Keep it Simple for Customers

"Customer are buying solutions, not individual products, and your customer lifecycle needs to reflect that," said Rick Hausman, executive vice president of customer operations at Wind stream Enterprise, a provider of unified communications, networking, connectivity and related solutions. "The product (or solution) complexity is exponential and requires CX to be built into the product itself, minimizing the complexity for customers as they use them."

To maintain simplicity and excellent CX, Hausman said telecom companies need to:

- Segment target customers and the customer base as well as an intentional customer lifecycle that recognizes the key wants and desires while rationalizing the need to scale the experiences.
- Invest in simplifying the support infrastructure in order to ensure more consistent and predictable outcomes.
- Create a single plan of digital experience, including mobility, so that customers can define how they want to interact with you … pull info, get info pushed to them, chat, etc. Too may telecom companies still ignore the importance of a digital experience, which is of prime importance to today's customers.
- Another common mistake among telecom companies that results in poor CX, according to Hausman, is creating product-centric experiences that make sense in a product vacuum but don't when they get combined to create a solution for customers. Product-centric experiences result in multiple paths to learning, buying, using and getting support, which isn't acceptable when trying to provide excellent CX[22]

Moreover study has shown that 87% of marketers recognise the transformative benefits of customer-led journeys. In a survey of 477 UK marketers, 87% said they recognise this fact, which is particularly important given that long-term thinking is sorely needed. Despite the pre-purchase and purchase stages of a customer's journey being well catered for, just 35% of marketers think their brands give enough attention to the post-purchase phase.

The research also found that many marketers are not investing enough to keep pace with expectations. 39% of marketers say customer experience budgets are due to rise more than 10%, but 37% say they are frozen or falling.

Consequently,, marketers believe there needs to be a realignment of organisational functions to ensure their business is customer-led from the very top. 46% of marketers say the marketing team needs to change a great deal or quite a lot, while 59% say the same thing about the wider business.

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[22] https://www.cmswire.com/customer-experience/how-the-telecom-industry-can-set-the-customer-experience-bar-higher/

Business Growth Using Contextualized Offerings

Recommendations

As part of my case study I am recommending Telenor to do contextualized marketing to their customers using Telenor Data. As a result of this Telenor will add on to bringing customer attention to it as no other operator is doing it so Telenor will get the first mover advantage here and this will act as a Market first and trend setter for Telenor.This will also bring in revenue not only for Telenor but also for the brand for which contextualization is being done as that specific brand will be getting promotions and marketing platform via Telenor. Here , we can target each customer based on his/ her usage and trend / search history / most visited pages. With the help of Telenor Data Analytics we can segregate people / customers into groups based on :

- Age

- Gender

- Pages / Sites Visited

- Likes / Disliked regarding shopping / purchasing stuff

- Current Weather

As a basis of this segregation we can perform cluster analysis and pitch customers the right marketing / promotional items of different brands. Considering & moving forward with this approach we will be getting customer attention and attraction and customer will not get budged by such promotions as this will be on the basis of his / her likes and dislikes. Furthermore , the examples mentioned above have shown how other telecom operators have benefited from contextualized marketing, considering the mega potential of customers along with the reach that telenor provides this will be an added advantage.

Pointers from the discussion with Contextual Team:

In order to know the motivation/inspiration and idea behind contextualization and its future I have had a chat with Team members in Telenor who are working the contextualized marketing team, the discussion is mentioned below:

The interviewees are using Telenor as their operator and they have share below recommendations and pointers :

They have come across contextualized offers and they have observed Google, Netflix and some European Telecom organizations working on contextualization. As per them the contextualized offers are good for customers if they are relevant and come in a timely manner. As per the interviewee the frequency of offers & ads should match the customer's frequency of usage and should remain relevant to customer and he also said that customers won't mind contextualized offers/promotions if they add value to his experience and are non-

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intrusive. He also mentioned benefits to Telenor Pakistan of contextualized offerings as below :

- It has managed to get lost revenue for Telenor (a stream which was unexplored before).
- Bringing in more revenue.
- It's been beneficial in improving customer experience that adds value.

He also mentioned the campaigns which has helped Telenor the most as below :

- Make your own offer
- Several Campaigns like Data bundles
- Moreover, Telenor is the first Telco in Pakistan to integrate with Android and Facebook use cases.

When asked upon Telenor's future plans he said Telenor wishes to explore more areas and improve customer experience furthermore. Adding to above he also mentioned that Telenor is targeting its entire customer base and this stream has recently come more into the focus of the management and Team.

Peoples Review

In order to put more weight into my proposal and what effect it can bring I conducted surveys on contextual marketing approach which I am proposing in my case and I will be pasting below the bio graphs and explaining the same :

I have taken feedback on contextual marketing from people on below basis :

a. Age
b. Profession
c. Shopping Choices
d. Knowledge about contextual marketing
e. Getting promotions on phone
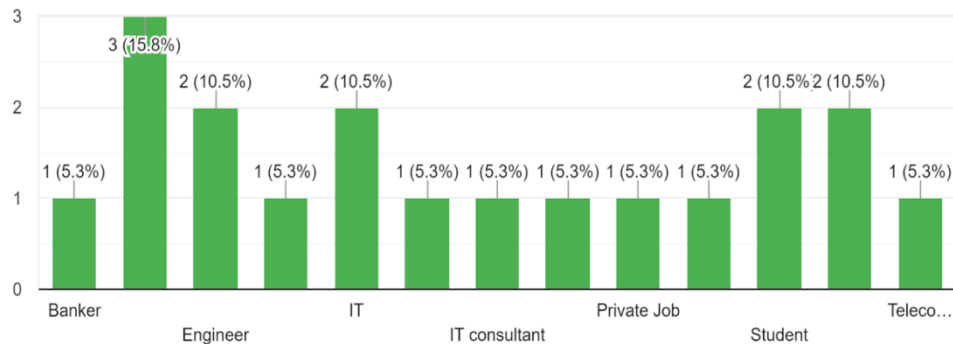
Your Age ?
19 responses
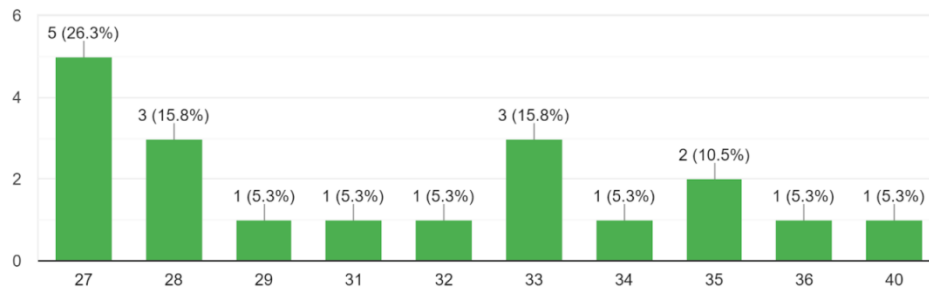
The survey was conducted among people of various age groups as the graph above shows as well , but mostly I targeted the youth.

B. People of different professional backgrounds were surveyed to get an overall view of the general public as the graph below shows :
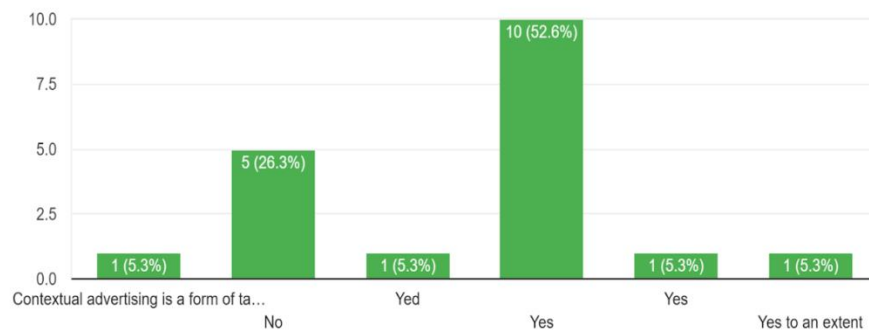
Your profession ?
19 responses

C. As per the survey almost 70% people have idea of contextual promotions and marketing
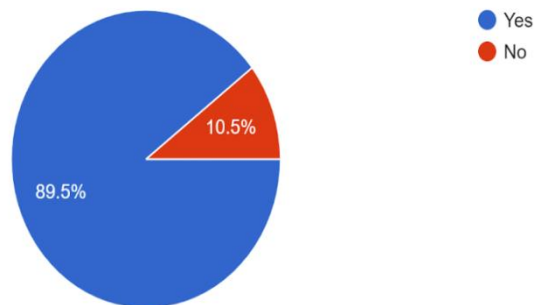
Do you know about contextual marketing?

19 responses

D. As per the survey response received 89% of people are willing to experience contextual marketing :

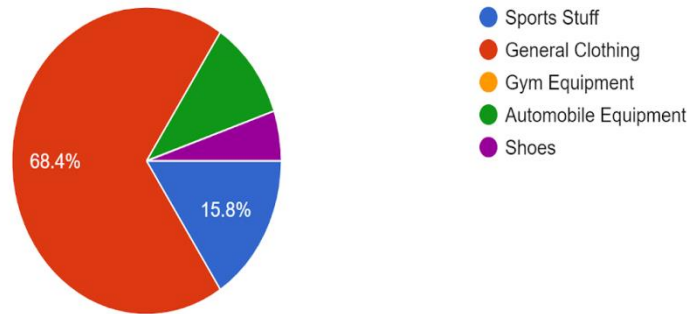Considering contextualisation would you like to experience it?

19 responses

- Yes
- No

89.5%

10.5%

E. Most of the general public is interested in clothing shopping so in this way we can get idea of what sort of promotional ads are to be pitched to customers :

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What type of stuff shopping you like ?
19 responses

- ● Sports Stuff
- ● General Clothing
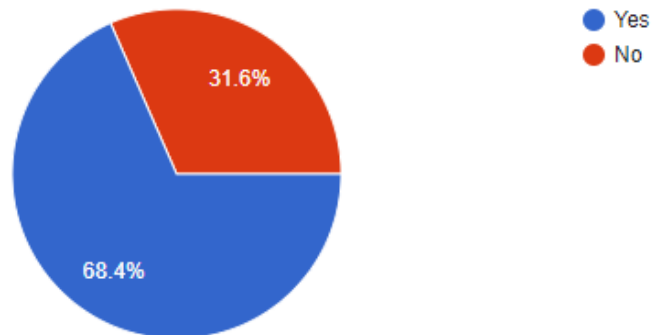- ● Gym Equipment
- ● Automobile Equipment
- ● Shoes

68.4%

15.8%

F. As per the survey ~ 70% people are interested in getting relevant updates and promotions on their cellphones

Would you recommend to get updates & promotions related to your choices above?
19 responses

- ● Yes
- ● No

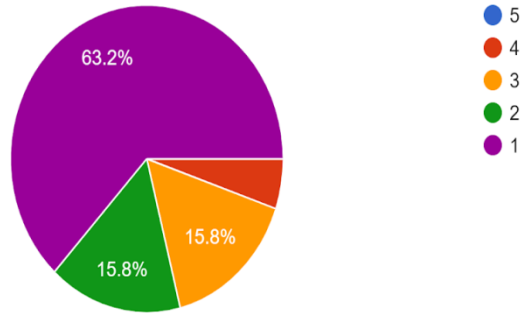31.6%

68.4%

Business Growth Using Contextualized Offerings

G. As per the survey conducted 63% of consumers shared their view on the frequency of the promotional ad on their phoen to be equal to once a day.

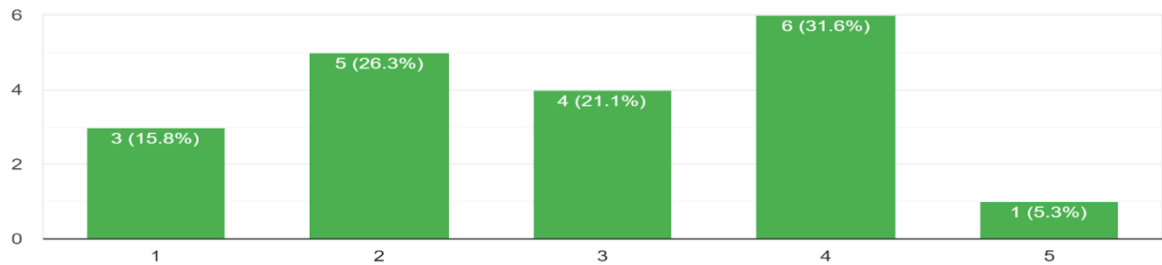How many times would you like to see a promo / advertisment of your liked brand on your phone in a day.

19 responses

H. As per the survey almost 95% of people showed their willingness to allow a telco to get insight of their shopping trends :

How likely are you to allow Telenor to access your shopping trends and post you promotions accordingly.

19 responses

I. 73% of the people survey showed interested that other telecom operators should also start work on contextualization.

Telenor is thinking on the lines of contextualisation , if you are a non telenor subscriber would you like your operator to persue this avenue too ?

19 responses
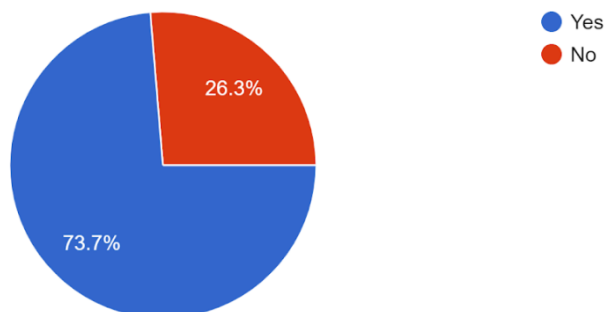
Moreover , As per my recommendations based upon the surveys and interviews that I have conducted here in this **project** I would like to propose Telecom companies and Telenor Pakistan specifically about pitching to customer's contextualized advertisement and promotions/ marketing based on customer's historical usage of the internet and likings. In short this will aid not only Telenor but other 3rd parties (like marketing agencies) and brands (country wide brands like Khaadi , Sports pk , Men's Suiting) to promote their products/adverts/promotions via Telenor (to Telenor customers) in the form of screen pop ups (Facebook and a lot online engines do the same and earn millions and billions) and attract customers attention, moreover in this case if we talk about customer satisfaction (and not the advert being a cause of annoyment to the customer) this won't create a hassle for the customers as the adverts being pitched in to customers will be based upon their old usage and likings based of survey this way the customers will only be shown those adverts / those product promotions which they like shopping and like viewing.

The advert agencies along with other 3rd parties and brands will be interested in this pitch because they will be getting another platform and a channel to reach out to customers which can become potential buyers in future. Telenor has a base of 44million subscribers[23]. This is a huge reach for the brands looking for promotions. In this age reaching out the maximum number of people can ensure maximum customer attention and in this digital age mobile phone's screen and mobile phone data are a very easy source of reaching out to people or potential future customers.Now presenting some facts and statistics about Telenor Pakistan's market share and reach.

Conclusion

In the end, I would again emphasize the potential that this unexplored and unutilized area has in it both for customers and for service providers. Moreover, the surveys conducted also show that consumers are

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[23] https://www.telenor.com/about-us/global-presence/pakistan/

Sensitivity: Internal

more interested in relevant information as compared to irrelevant and un-wanted ads which puts in more emphasis or the need of implementation of contextualization across different avenues. Customer satisfaction is the need of the hour. The satisfied the customer is with you the more the chances are that he / she will be more prone to you and not leave you that is why staying relevant to customers is the need of these times and there is no margin of error in these fast changing times and trends.

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