



AIS Reduces Churn with Targeted, Timely Marketing

Together Accenture and Unica® help AIS boost response rates and customer loyalty

BACKGROUND

Advance Info Service Public Company Limited, or AIS, is an affiliation of Shin Corporation. The leading wireless service provider in Thailand, AIS delivers digital GSM systems, products, and services that contribute to their 60 percent market share. AIS is continually developing and innovating new products and non-voice services to best serve its customers.

THE CHALLENGES

The telecommunications market in Thailand is rapidly changing. With fixed telephone lines available for only a percentage of the population, and the fact that the country is proceeding towards meeting its obligations to the World Trade Organization for full liberalization of the industry by 2006, the demand for telecommunications services is high. As a result, Thailand's telecommunications market is saturated with competition. In order to differentiate itself, AIS needed a way to maintain and grow its revenue while building loyal customer relationships that would result in low churn rates.

To achieve these goals, AIS needed a close-loop marketing solution that would enable them to send targeted, timely communications and then analyze the performance across all channels in real time. Their current marketing solution was labor intensive, resulting in an inability to get communications to customers quickly. Therefore, AIS began to investigate marketing solutions that would support their new data warehouse and at the same time enable them to meet their current organization and industry challenges, as well as provide flexibility for future growth.

THE SOLUTION

After evaluating several vendors, AIS selected Unica's Enterprise Marketing Management (EMM) software and Accenture to plan and implement the closed-loop marketing solution.

Unica software was chosen for its ease-of-use, quick implementation with AIS's existing infrastructure, as well as its capability to coordinate all customer preferences and communications across departments and channels - including email, SMS, MMS, bill messages, bill inserts, outbound calls, and direct mail. Accenture was selected for its deep industry and business process expertise, broad global resources, and proven track record.

More specifically, Unica Campaign, Unica's multi-channel, multi-wave campaign management solution, was purchased to design, test, execute, and analyze all marketing programs, including right-time, cross-channel communication strategies. Unica eMessage was purchased for email marketing, as was Unica Distributed Marketing, for sophisticated, cross-campaign optimization.

With Accenture and Unica, AIS is now able to automate the execution of campaigns, allowing AIS to grow its campaign volume by 25 percent in one year with the same resources. Time to market has also decreased through the use of personalized templates and built-in best practices, which enable users to analyze customer data prior to and after the campaign executes.

Here is one example of how AIS is employing Unica software.

Serenade Lifecycle Retention:

In order to boost customer loyalty and increase retention, Unica's EMM software is used to design, test, execute, and analyze a lifecycle retention program. This program interacts

OBJECTIVES

- Reduce churn by 30%
- Integrate and coordinate data and communications across all customer touch points
- Decrease time to market by 50%
- Boost campaign volume by 25%

RESULTS

- Decreased time to market by 50%
- 50% churn reduction in high value segments
- Closed-the-loop through operational and performance based reporting
- Increased campaign volume by 25%

with a customer automatically on a monthly basis, via the customer's preferred channel, to promote additional non-voice services as well as loyalty.

More specifically, premier Platinum and Gold customers are targeted with privileges, including health and beauty services, holiday and leisure vacation packages, dining opportunities, shopping excursions, and more. Additional events and activities that are offered include the "Serenade Club," which keeps customers on the leading edge of technology with hip monthly tech updates.

Performance of the lifecycle retention

campaign is measured by comparing the response rates and spend of the high-value Platinum and Gold customers versus standard customers. Customer surveys are also conducted regularly to gather feedback on satisfaction, product and service awareness, and privilege service usage. To date, this Unica Campaign has succeeded in retaining high value customers and strengthening loyalty.

THE RESULTS

With Unica and Accenture, AIS has reduced high-value customer churn by 50 percent. Marketing productivity has also increased significantly. Campaign templates and built-in best practices have significantly reduced campaign design and testing time by 50 percent and enabled marketers to integrate customer data from across touch points for more targeted communications, generating response rate increases of 10 percent. Due to the productivity enhancements, AIS has been able to increase its campaign volume by 25 percent.

THE FUTURE

Over the next year, AIS is looking to continue its focus on retention-based marketing activities by expanding its capabilities around right-time marketing through targeted offers delivered via its real-time customer facing channels. Unica's Interact, for real-time marketing, is being considered to deliver the offers based on the context of the current customer interaction.

Additionally, AIS is considering Unica Marketing Operations to streamline its marketing activities and further decrease its time to market.



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