

Clients in-motion

Leveraging tech to improve
experience, loyalty and
revenue in the telco industry



15th May 2024



NTT DATA Customer engagement

Engagement

Noun

Clients

in-motion

MARRIAGE

[C] an agreement to marry someone

ARRANGEMENT

[C] formal

an arrangement to meet someone or
do something at a particular time

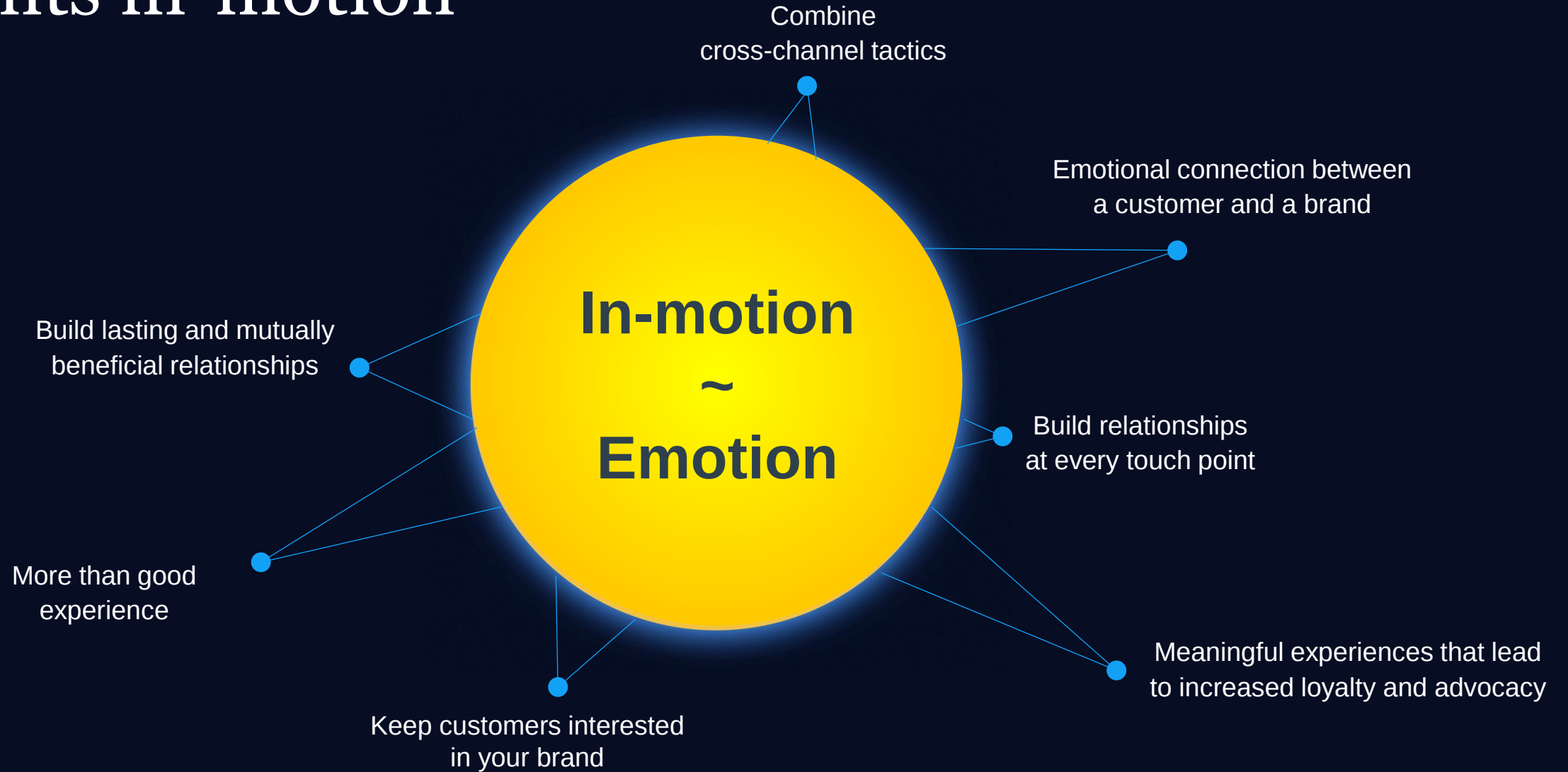
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Engagement leading to Experience

80% of customers **believe experiences are as meaningful as their products and services**

Over half of customers are less likely to engage with companies because of a bad mobile experience

Engagement leading to Retention

64% of customers **expect tailored engagements** based on past interactions

Retaining current customers is much more affordable than acquiring new ones

Engaged customers are more likely to be loyal, which leads to increased customer retention and positive brand perception

Engagement leading to Revenue

Loyal customers are 23%
more likely to spend with you

Authentic customer engagement deals with building solid and long-term relationships

Lasting and mutually beneficial relationships with customers leads to an increased lifetime value for the brand



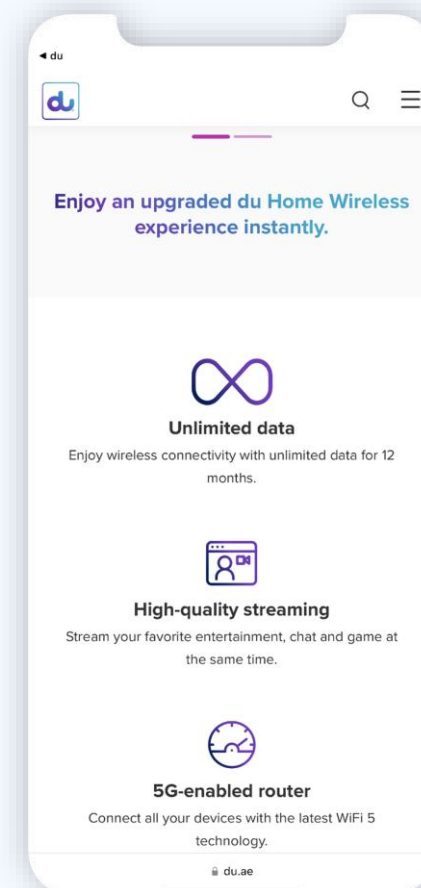
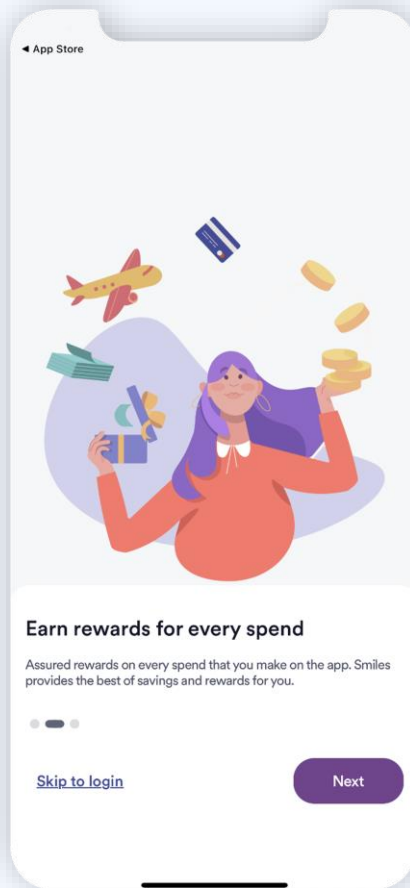
How do you engage
without annoying
your users?

1. *Increase your digital channels penetration*



- Look after your sales process
- Tease customers to become digitally enabled

1. *Increase your digital channels penetration*



2. *Work on digital engagement programs*

- Do not look over purchases; instead, look over repeated purchases
- Work on MAU and Engagement rate
- Use gamification techniques



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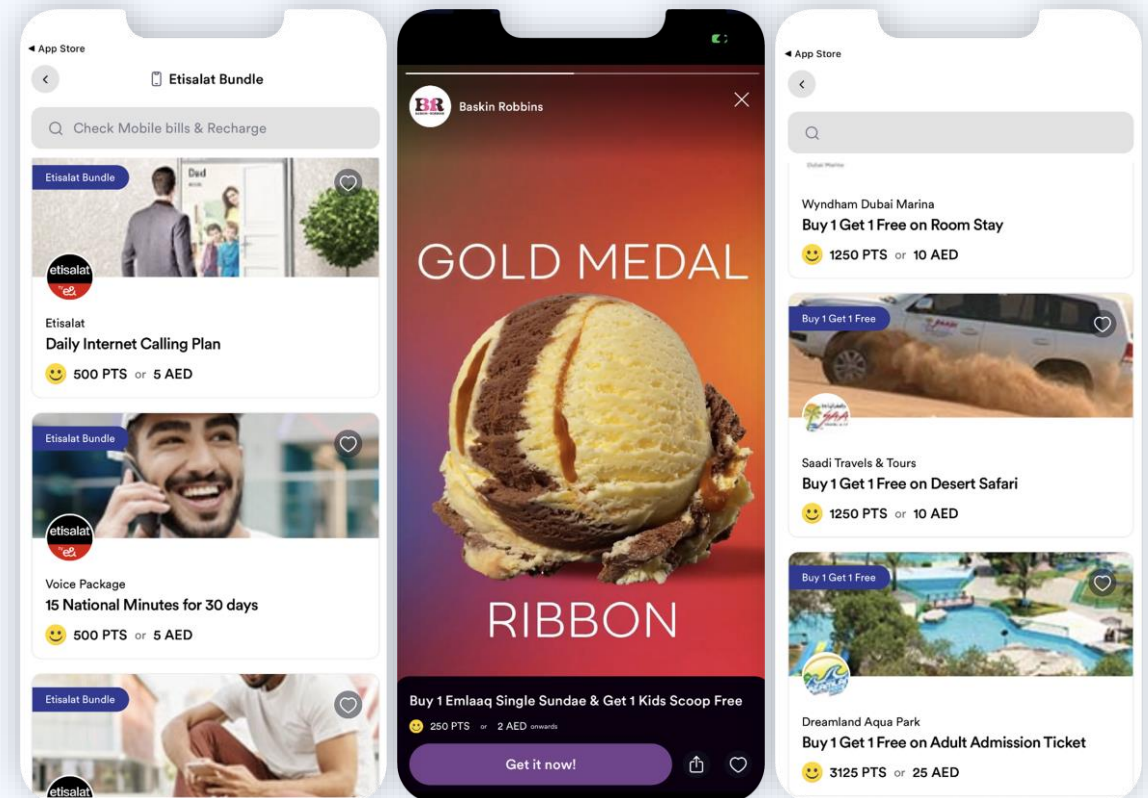
3. *Be loyal to your customers*

- Satisfy individual needs to position yourself as a partner, not a vendor
- Show your cross-offerings and benefits
- Create relevant experiences over time



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Way forward on customer engagement





Early access Exclusive offers

A photograph of three young adults in a city street. On the left, a man with a beard and a denim shirt is smiling. In the center, a woman with long brown hair, wearing a white t-shirt, is holding a clear plastic cup with a green straw and looking down at it. On the right, a man with a beard and sunglasses, wearing a white t-shirt, is looking towards the woman. The background shows a city street with buildings, a black metal frame, and other people in the distance.

Personalization

A photograph of three young people standing outdoors in a grassy area. The person on the left is wearing a purple t-shirt and blue jeans, holding a yellow smartphone. The person in the middle is wearing a light green jacket over a white t-shirt and blue jeans, holding a black smartphone. The person on the right is wearing a striped shirt over a white t-shirt and denim shorts, holding a silver smartphone. The word "Gamification" is overlaid in large white text across the center of the image.

Gamification

A group of five young women are dancing in a park. The woman in the center is wearing an orange shirt and black shorts, and is looking towards the camera. The other women are wearing various colorful outfits and are also dancing. The background shows a park with trees and buildings in the distance.

Community deals

How do we keep this marriage?

