

“ To create a competitive edge in today’s rapidly maturing, price sensitive markets, developing Marketing Excellence is a critical task for CSPs in order to optimise Customer Lifetime Value. ”

Marketing Excellence Centre

Working hand-in-hand with many of the world’s leading Communications Service Providers (CSPs), Business Logic Systems is a leading authority on the subject of building customer profitability through intelligent campaign lifecycle management.

The Business Logic Systems Marketing Excellence Centre has been established in order to advise CSP’s Marketing Departments and enable them to evolve using data driven strategies that will help them to achieve their business goals and develop a Marketing Edge.

Marketing Expertise

Business Logic Systems’ highly skilled Marketing Excellence team understands the complexity of the markets in which you operate and understands, first hand, the day-to-day challenges of delivering effective data driven contextual campaigns that result in marketing uplift. Having worked extensively in the telecommunications industry, our specialists have a wealth of knowledge on a wide range of contextual marketing best practice, including:

- Market and Control Group Analysis
- Profiling and Segmentation Strategy
- Campaign Optimisation
- CLV management
- Loyalty programmes
- Convergence strategy

Building on these specialisms, Business Logic Systems now provides three core services (see overleaf) designed for capability and knowledge transfer to your inhouse teams, helping you to optimise your marketing agenda.

We will assist you in the analysis of your campaigns using statistical checks and control groups, and will help you to implement a robust methodology that achieves incremental value from your customer base.

Our specialists will also ensure that your team’s KPIs are clear, and will provide the evaluation tools you need to check that your team understands and executes your strategy effectively.

Working with your inhouse marketing departments, our aim it to help you develop a competitive edge through Marketing Excellence.

Marketing Services

Business Logic Systems also offers a range of Marketing Services, including Campaign Planning, Campaign Delivery, and Virtual Campaign Analysis.

With flexible resourcing options to complement the skills of customers’ inhouse teams, Business Logic Systems can support your marketing department throughout the Campaign Lifecycle Management process, and transfer our specialists’ wealth of knowledge to your inhouse teams.



Three Core Services

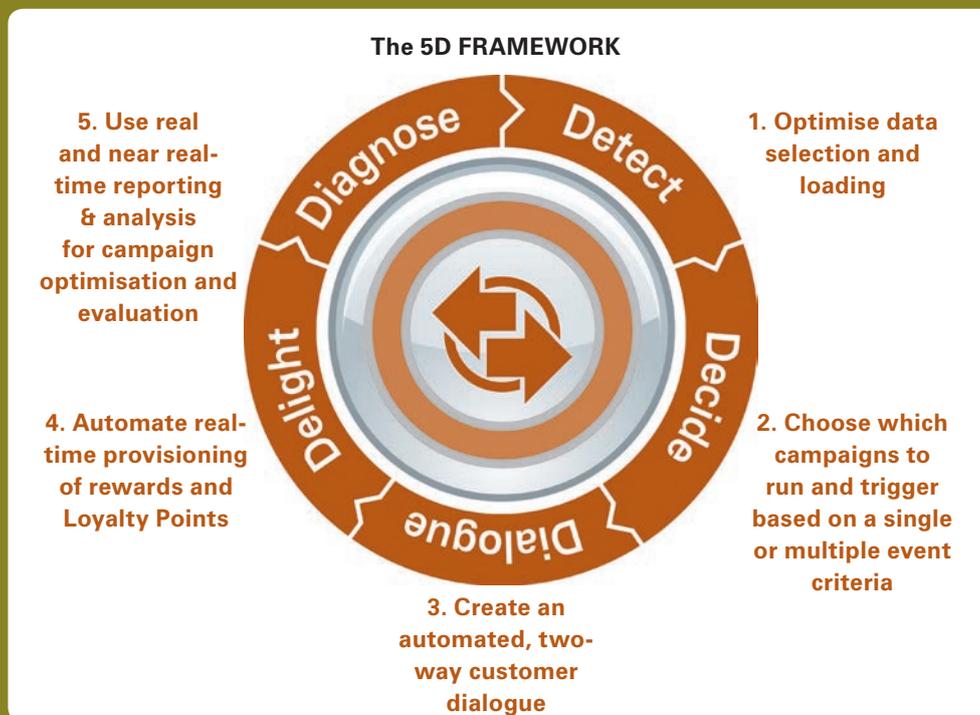
Business Logic Systems provides three core services to maximise the return on customers' software investments - Business Impact Analysis, Campaign Optimisation & Marketing Uplift, and a Full Managed Service for Campaign Management.

1. Business Impact Analysis – The Business Impact Analysis consultancy offering provides Business Logic Systems customers with a service that enables understanding as to whether (and to what extent) a below the line (BTL) marketing campaign has an impact on customer behaviour, and therefore the key business metrics.

2. Campaign Optimisation & Marketing Uplift – Campaign Optimisation consultancy is a service that enables Business Logic Systems customers to generate the best 'customer marketing uplift' in a campaign based on analysis of and learning from a multi variable matrix of test campaigns in order to identify and then deploy the optimal campaign based on the best combination from this matrix.

3. Full Managed Service for Campaign Management –Business Logic Systems' Managed Service offering is part of an end-to-end campaign management service and includes a diagnostic analysis of your customer base, the automation and optimisation of existing customer marketing campaigns, the development of a campaign calendar, and post campaign analysis supported by a training & knowledge transfer programme.

Business Logic Systems provides an end to end lifecycle planning methodology (The 5D Framework) utilising our Intelligent Technology and Marketing Expertise, in order to deliver a specific set of capabilities and services in a modular, tailored way, depending on the requirements of each Operator.



Contact Business Logic Systems

To find out more contact Business Logic Systems' today to discuss how our Marketing Consultants could help you shape your convergence strategy, optimise campaigns, and increase the lifetime value of your customers...

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