

CASE STUDY | TELSTRA

How Australia's biggest mobile operator increased campaign productivity three-fold

Telstra uses InTelestage Campaign Management solution to automate marketing processes.

Challenge

Around 35% of Australia's mobile phone users opt for pre-pay mobile contracts. Pre-pay customers are more fickle than post-paid customers, presenting a constant challenge for operators wanting to increase customer retention and build long-term loyalty. In addition, these customers are not required to provide personal information when joining the network, making it difficult for operators to implement targeted marketing campaigns.

When the anti-spam laws were changed, restricting the number of promotional SMS's operators could send to each customer, Telstra was faced with a two-fold challenge. The marketing team needed a solution which would enable them to effectively target pre-pay customers and cut down on the resources required to do so, while remaining compliant with the new anti-spam laws.

"Rather than take a blanket approach to marketing campaigns, we wanted to focus on personalised offers via the handset, based on the customers' needs. However, all SMS campaigns were executed manually and the time and resources involved were exhaustive. Information had to be collected from different silos so we'd need to pull in technology people and then it would take three people a week and half to implement a single campaign" comments Anne Bakker, Telstra.

Solution

Telstra implemented Business Logic Systems' InTelestage Campaign Management; an end-to-end solution that helps operators to run fully-automated, targeted, two-way SMS marketing campaigns from the desktop.

The initial campaign focused on rewarding profitable customer behaviours in the form of a 10% bonus every time they recharged \$30 or more. Customers were invited to opt-in to the campaign by SMS. The solution responds to pre-set criteria, in this case a recharge of \$30 or more. On recharge, InTelestage immediately sends out an SMS thanking the customer letting them know that a 10% bonus will be applied to their account. The reward is applied automatically by the InTelestage solution, which integrates directly with the operator's billing platform.

Results

The InTelestage Campaign Management solution was a success on two key counts. Firstly, it produced a significant increase in recharge rates. So much so, that Telstra is not running any TV advertisements aimed at the pre-pay market and is simply communicating with pre-pay customers via targeted SMS communication.

In addition, because the entire process is automated, Telstra was able to save costs. The number of people required to implement a campaign was reduced the speed-to-market of promotions was significantly increased, giving the operator a competitive edge in the pre-pay market.



About Telstra, Australia

Telstra is Australia's leading telecommunications and information services company, with one of the best known brands in the country. It offers a full range of services and competes in all telecommunications markets throughout Australia, providing more than 9.6 million Australian fixed line and 9.4 million mobile services, including 4.4 million 3G services.

"It's amazing how quickly and easily we can create new campaigns," Bakker enthuses. "In a competitive pre-pay market it is essential for us to be able to react quickly to changes in customer behaviour. Before the process was lengthy and resource intensive. With InTelestage Campaign Management we have been able to streamline our marketing processes and now it's all very simple and straightforward."

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