



Maximizing Engagements with predictive Customer Journeys

Nice, 2018

Champions:



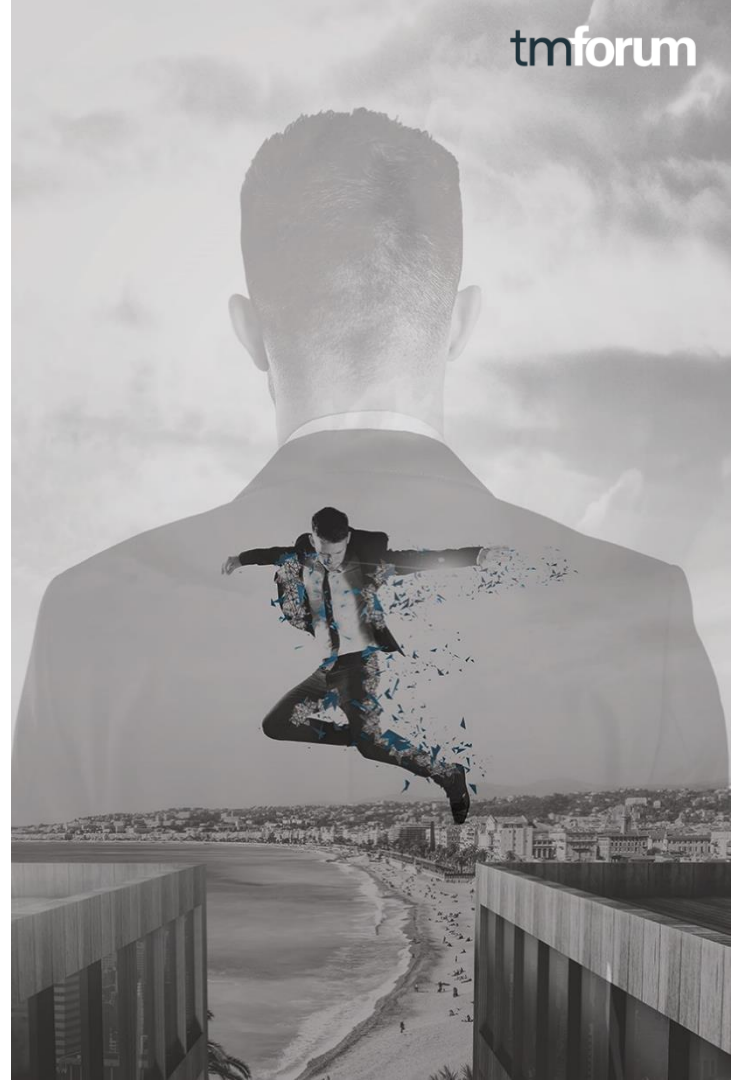
Participants:

COMARCH

NOKIA

TEAVARO
TRULY CONNECT

ZTEsoft



Digital Transformation

- Personalized engagement
- Support omnichannel customer

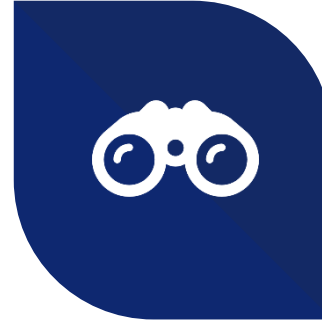


Meeting Business Goals

- Prevent churn
- Increase Sales with less staff
- Improve online conversion rate
- Comply with “client shops omnichannel”

Mitigating Current Threats

- Sales agents are not effective enough
- Online conversion rates are low



Addressing Future Needs

- Manage the customer’s anxiety cross the channels
- Marketing and sales cost need to be optimized
- Digital Ecosystem Sales

Champions



Participants

COMARCH

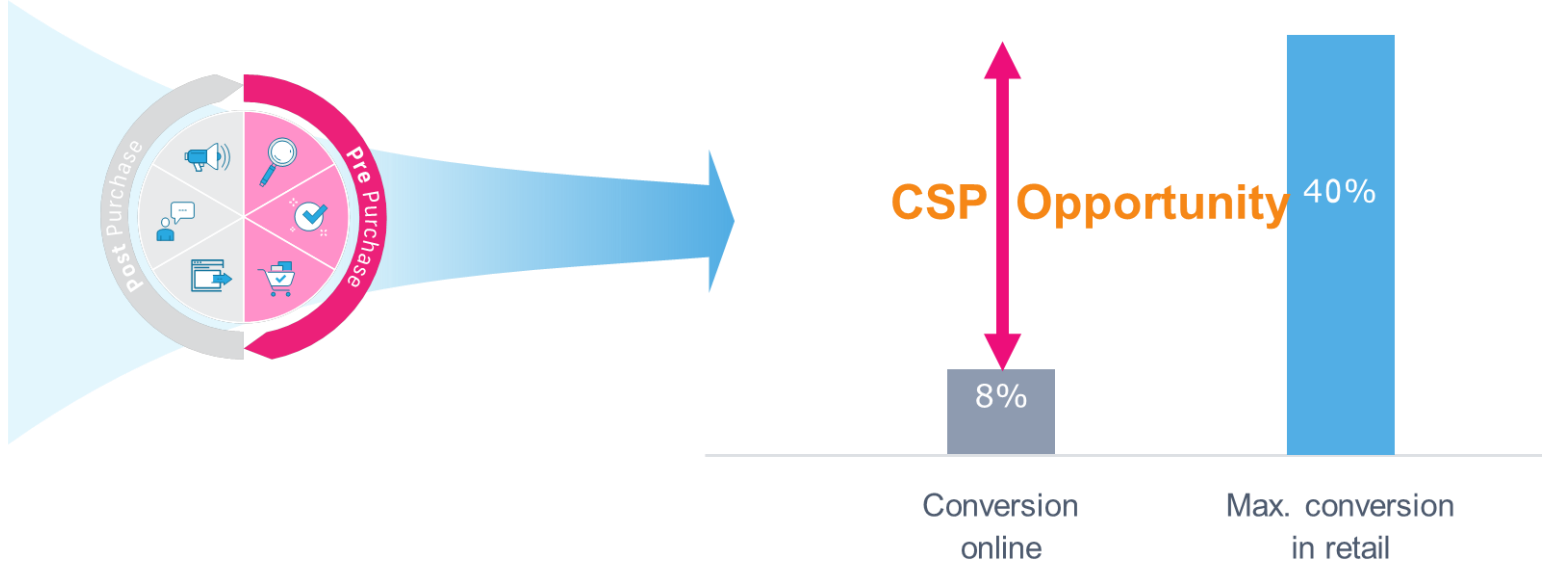
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Business Case Overview

Maximizing Engagements with Predictive Customer Journeys narrows the conversion gap



- Assuring an omnichannel customer sales journey and customer experience by empowering the customer in their *buying choices to make* with predictive engagements:
 - Identify customer & permissions
 - Multi Channel
 - AI/ML for Next Best Engine & CEI^{*)}
 - Creative marketing engagements



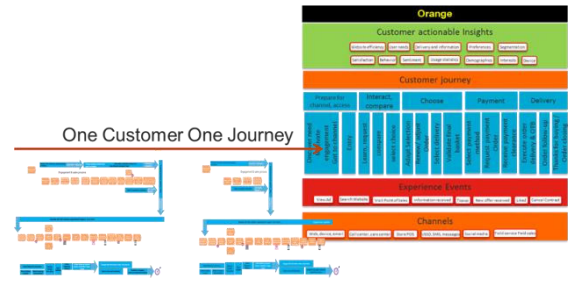
^{*)} CEI = customer experience index

Catalyst Solution - Overview and Components

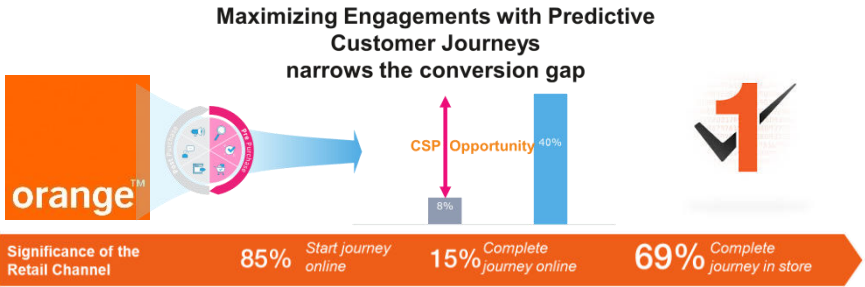
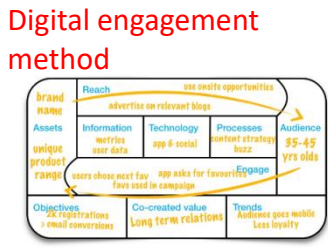
Catalyst goals to support Orange's business case



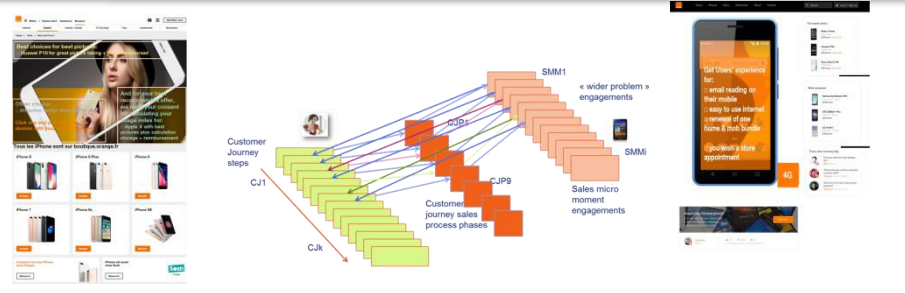
24*7 watch customers when they shows up online at Orange or partner web sites
Orange identify their permissions and intents to reach out to Client



Be-aware of an intent, develop to a need with client segmentation and user generated recommendation.



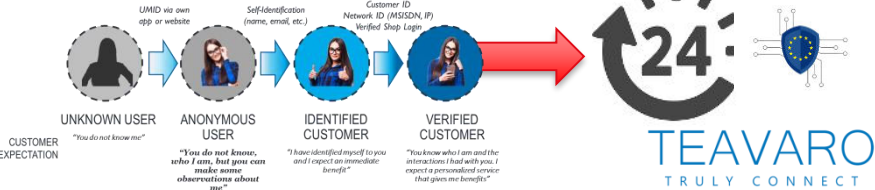
Well informed customer along the omnichannel buying journey is more likely to close sale in (e)shop



With AI/ML & NBE proactive creative marketing and ML accurate prediction along the buying journey

Enhanced customer experience in the Orange buying journey:

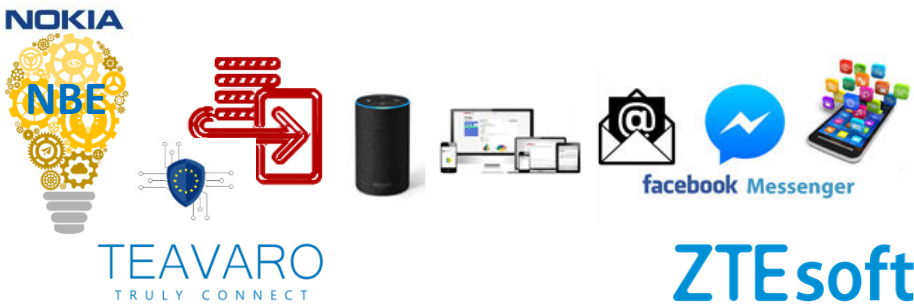
Digital Customer Identification



Shopping practice is evolved to 24 hrs omnichannel with different interactions. Sales practice evolve to support during the customer buying journey; Micro segmentation need automation of the creative engagement with minimal human intervention – Think Predictive & NBE!

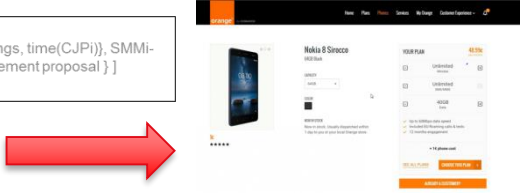


Omnichannel buying journey will require a platform that can support consistent engagement across channels Also need an intelligent platform that combine customer journey, network experience, segmentation and user generated content data to predict and support during the journey phase



Zero touch engagement workflow enable micro audience segmentation by converting structured customer journey phase data into actionable information for NBE

SMMi = [CJK{(wider problem guess, customer learnings, time(CJPI)), SMMi-1(CJPI-1(+/-)), CJPI {machine learned engagement proposal}]

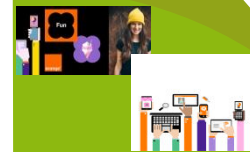


Accurate prediction help faster develop customer intent in wider interest and qualification of final conversion offer with advanced prediction capabilities

Concept –components deliver an end to end solution

Leverage Predictive NBE to orchestrate dynamically the customer buying journey phase in end to end journeys to provide round the clock/omnichannel high conversion rate

TEAVARO
CONNECT



Identification & permission processes



Support buying Engagement Processes orange™



Optimize business process

Andy Freeman
Subscriber
High Value Customer
Male 45
Postpaid 4G
Premium data plan
iPhone 6

CEI 78
CEI Hi home 43
VLTE Exp Index 33
Care Satisfaction 54
15.05.2017 09:10:35
Oxford Street
VOLTE service
Nack 2.4

Network Insights (with Customer Experience Index)

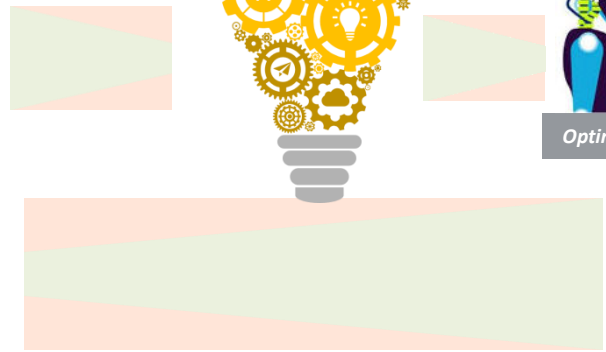
NOKIA



orange™ Convert Offer Processes (with flexible business offer segmentation)

Ncell

Enterprise Intelligence:
CJS*/AI: micro Audience Segment/ML →
Business Rules for NBE



COMARCH

24/7

facebook Messenger

ZTEsoft

24*7 omnichannel subscribers identification

*) CJS = customer journey status

Catalyst Solution - Overview Use case

Demonstrated Use Case

Communication Service Provider

Use Case	Domain	Developed by
Customer personation detection	Identification & permission	Teavaro
Customer Journey Data Integration	CX & IT	Teavaro
Customer segmentation and user experience recommendation	Marketing	Orange – Ncell Comarch
Automation of the prediction & rule setting	AI & ML	Nokia
Creative Engagement	Advertising	ZTESoft

tmforum

(re)targeting

(micro) Segmentation

Offer cross channels

Value mindset (Premium, High Digital)

Cost conscious (Low Digital)

Dynamic Parents (Premium, High Digital)

Enthusiastic Explorers (Premium, High Digital)

Safe Choice Seekers (Low Digital, Low Digital)

Positive Aspirers (Low Digital, High Digital)

Cost Conscious Basics (Low Digital, Low Digital)

Value Optimisers (High Digital, Cost conscious)

Digital mindset

Nokia 8 Sirocco

Email - Digital Email

Use case: customer journey from be-aware, building the story...

Google tmf catalyst 2018 nbe

All News Images Videos Shopping More Settings Tools

About 23,900 results (0.25 seconds)

TMF Catalyst Mobile 2018 | 6GB Data for the Price of 3GB
[fc.eshop-demo.biz/](https://www.fc.eshop-demo.biz/)
 Join the best network in Nice, France.

Current Catalysts - TM Forum
<https://www.tmforum.org/collaboration/catalyst-program/current-catalysts/>
 Those Catalyst teams will be taking center stage at Digital Transformation World 2018. They will explore a wide range of innovative and thought provoking topics, including how to create zero-touch operations, use artificial intelligence, and explore applying a distributed ledger to manage internet of things projects. If you are

About Catalysts - TM Forum
<https://www.tmforum.org/collaboration/catalyst-program/catalyst-program-benefits/>
 What is a Catalyst project? Catalysts are proof-of-concept projects developed collaboratively by TM Forum members. These projects bring together companies large and small to create innovative solutions to common challenges demonstrating how this can be achieved leveraging key TM Forum best practices and standards.

Prospect Targeting via Google Search (AdWords) Campaign

Step 0

Step 1, ..., 3

Orange would like your permission

To offer you the best deals based on your interest on the site and an Orange service you might have been using, we'd like to share that information in a way used by Orange and you can tell us any time how to best manage your privacy.

RETURN CONTINUE

Permission targeting on Orange Shop Landing

Shop the latest deals with Orange mobile
 See what Orange mobile has to offer

Continue orange™

Compare phones

Targeting on Orange Shop Product Comparison Page

Untargeted

Log in to your account

Email

Password

Forgot password?

LOGIN

Targeted

Log in to your account

Orange Flexible Tariffs
 Why not upgrade today and get the latest Nokia 8 for free?

Say hello to data you can control up and down. With flexible tariffs, on all Pay Monthly devices.

DISCOVER NOW

Customer Targeting via My Orange Login Page (before login)

Step 4, ...

Untargeted

NEW 10000
 Now in stock. Usually dispatched within 3 days to you or your local Orange store.

Up to 48Mbps data speed
 Includes EU roaming (calls & texts)
 24 months engagement

NEW 140.000 phone cost

SHOW SUBSCRIPTION WITH THIS PLAN

Targeted

NEW 10000
 Now in stock. Usually dispatched within 3 days to you or your local Orange store.

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SHOW SUBSCRIPTION WITH THIS PLAN

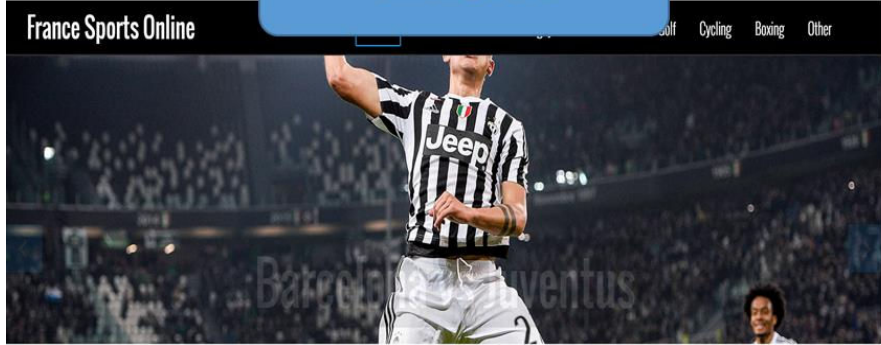
Join the new generation of Nokia with the Nokia 8 and upgrade now.

CONTINUE orange™

Customer Targeting via My Orange (After Login) Page

Step 5, ...

Untargeted



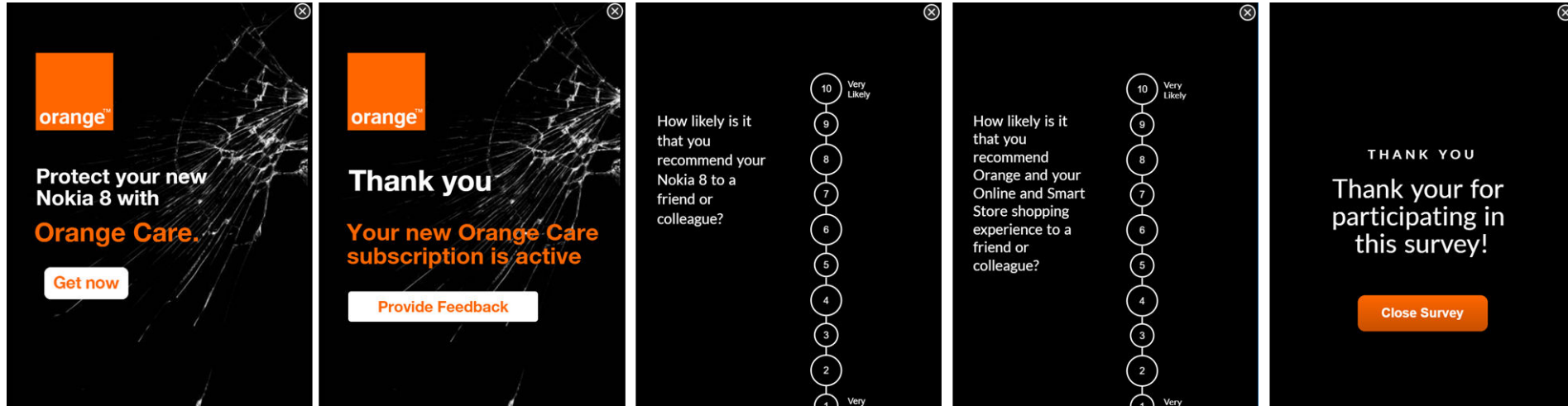
Shop the latest deals with Orange mobile

See what Orange mobile has to offer

Continue

Targeted

After accept offer, automatically cross-sell + feedback on mobile

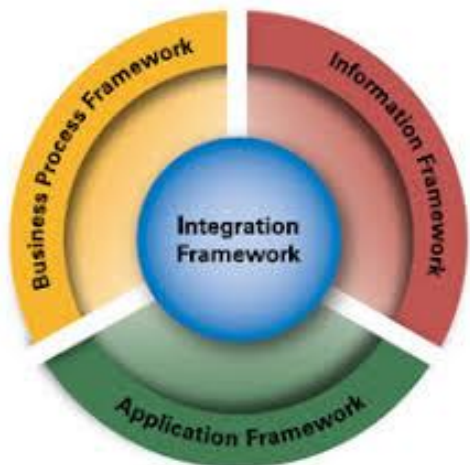


Step 9,..., 13

Catalyst Outcome and Benefits



Expected key benefits delivered to Orange through this catalyst by leveraging TM Forum (new) assets are listed here



% increase in number of sales rate + value

10 - 15% + 8%

Estimated increase in NPS

10 to 15%

Estimated revenue increase + cost savings
per year for Orange France BU

Revenue: 500 - 1000 Million Euros
Cost savings: sales staff reduction

Thank you!

See you in Digital
Transformation
Lisbon