

COMARCH



**COMARCH LOYALTY & MARKETING
FOR TELECOMS**



Today's telecoms operators use technology to allow their customers to communicate anywhere in the world. We use it to help such companies find and retain those customers. Comarch's expertise reaches beyond our tried and tested telecommunications offer. We understand that it is no longer sufficient to rely solely on new technology and low rates in the fight for customers. We are successful in enhancing CSP offers using products such as loyalty and gamification, already deployed successfully in other industries, to help to engage post and prepaid subscribers and increase ARPU.

HOW IT WORKS

Comarch Loyalty & Marketing is a **cutting-edge IT platform** that enables you to design and execute personalized loyalty programs and marketing campaigns to **help telecoms reduce churn and crosssell telco services**. The platform incorporates **artificial intelligence and machine learning** mechanisms so you can identify patterns in customer behavior and present them with offers that hit the spot.

Based on our long-term experience in the BSS/CRM domain and our cooperation with the marketing departments of leading mobile and multi-service operators, we have **adjusted Comarch Loyalty & Marketing platform to the requirements of the telecom market**.

The platform **supports management of various loyalty programs**, from those that are points-based, to programs based only on achievements and money spending thresholds.

One of the advantages of the platform is the possibility to **deliver and deploy the solution as a stand-alone**, fully functional component of a comprehensive customer experience management platform, as well as a pre-integrated part of NGOSS/CEM-class solutions and Comarch BSS Suite.

Apart from a tried and tested software platform, Comarch offers a set of comprehensive managed services, which includes creation of new concepts for successful loyalty programs, existing program health-checks, redesign of program mechanics and new value-added offers, digital transformation, customer journey development, and engagement strategy design to encourage your customers to interact with your brand and build stronger relationships. Comarch also provides dedicated resources, and works closely with you to manage your program's day-to-day operations.

BENEFITS OF THE SOLUTION



Reach your customers with relevant offers, cross-sell and up-sell promotions



Personalize real-time communication through various marketing channels



Take advantage of a fully scalable platform that grows with your business



Automate control of the frequency and number of marketing messages sent to customers



Integrate engagement to maximize customer engagement



Enhance partner management significantly within a multi-partner loyalty program



Make it easy to join the program and use its features, via the Mobile App and Member Portal



Design a highly effective digital loyalty strategy in no time - no matter whether you are at the beginning of this journey or want to redesign an existing solution



Facilitate customer service through a dedicated Contact Center application integrated with intuitive chat and the AI-powered Chatbot



Gain easy access to valuable data via robust API, for complete insight into customer profiles across all touchpoints



Monitor program performance and marketing campaigns with easily accessible reports and dashboards



Benefit from a powerful definition process for program rules, which enables you to define even the most complicated accrual, redemption, elite tier qualification and message triggering

COMARCH LOYALTY & MARKETING

COMARCH LOYALTY MANAGEMENT

Rewarding	Gamification	Special Offers
Location Based Services	Social Mining	AI / ML

COMARCH CAMPAIGN MANAGEMENT

Multi-wave Campaigns	Marketing Calendar	Customer Journey Designer
Omnichannel Communication	Messages Design	Contact Strategies

COMARCH BI

Reports & Dashboards	Predictive Models	Customer Profiling
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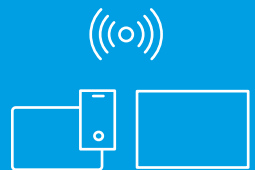
MANAGED SERVICES

Strategy Consulting	Program Management	Customer Analytics
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Modular Architecture	Predefined Integrations	Multi-tenancy	Open APIs	Real-time Data Processing	Cloud Hosting
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SUCCESS STORY

Leading Telecom operator in South-East Asia

<p>COMMUNICATIONS CONGLOMERATE AND 4G LTE NETWORK OPERATOR</p> 	<p>28.5 million MOBILE SUBSCRIBERS</p> 	<p>More than 23 000 EMPLOYEES</p> 
<p>Services: MOBILE TELECOMMUNICATION, INTERNET, CABLE TV, IPTV, BROADBAND/FIXED LINE BUSINESS</p> 		

CHALLENGES:

- Replace existing in-house platform to improve B2C customer experience and enable points exchange with different brands
- Implementation of the Comarch Loyalty Management system divided into two stages:
 - Stage one – migration from the previous system
 - Stage two – introducing a new concept for the loyalty program
- Full version of the system – summer 2019.

SCOPE OF THE PROJECT:

- Implementation of Comarch Loyalty Management to manage complex business rules/offers and support omnichannel
- Implementation of Comarch BI to deliver deep customer insight
- Elaborate new program strategy in accordance with provided studies
- Developing new ways to engage customers (tiering system, earn and burn approach)
- Providing partnership strategy with partner onboarding pack
- Developing new solutions for the mobile app



ABOUT US

COMARCH

Comarch is a leading technological company which streamlines business processes in the entire loyalty value chain. The most important aspect, offered to the largest enterprises, is a comprehensive suite of IT solutions and professional services, which can help to build and manage loyalty programs, create rich consumer experiences and personalized interactions across multiple touch points, automate marketing processes, and boost profits. Comarch has multi-industry experience, gained through our work with more than 90 clients, including retail, telecoms and consumer goods (FMCG) companies, financial institutions, travel companies and many more, such as: Auchan, BP Global, Credit Suisse, Etihad Airways, Media Saturn Holding, Turkish Airlines. Our offer also includes big data analytics and innovative customer engagement systems based on gamification.