
Driving customer engagement for business growth with real-time analytics

Using its new Customer Value Management platform, Ooredoo turns real-time data into insights to enhance the omnichannel experience of its customers, increase revenue and gain vital competitive advantage.



“By partnering with Atos and Flytxt, we accelerated our digital transformation by implementing big data and real-time analytics. Enhancing customer value is a priority for us, as well as creating new revenue streams. This robust digital solution will play a big part in affirming our role as customer data experience leaders.”

Jaffer Al-Khaboori,
Director - Strategy & Transformation, Ooredoo Oman

The context

Ooredoo's focus is on delivering excellent experiences to its customers, providing a high-speed network with the best connectivity and exciting, yet affordable, data products and services.

As one of Oman's leading telecommunications operators, Ooredoo serves over three million customers across the Sultanate. In its highly competitive market, a strategic objective is to grow and retain market share while maximizing the value of its customer relationships. To achieve this, Ooredoo wanted to gain more real-time and contextual insight into the behaviours and preferences of its customers to minimize customer churn and improve customer engagement and value at every touchpoint.

The challenge

While Ooredoo already used offline analytics, its ambition was to leverage real-time contextual customer data to drive more targeted communications and promotions.

The company wanted to identify customers' needs in real time to trigger proactive, personalized communications. Its challenge was how to turn high volumes of real-time data from multiple sources into insights that were actionable by its marketing and finance teams. Ooredoo wanted to replace its costly legacy data warehouse with a new real-time analytics platform, integrated with existing billing and customer management systems. The platform had to be future-proof and evolve in line with the company's changing business and technological landscape. To help meet the challenge, the company engaged Atos, with partner Flytxt, to deliver a new Customer Value Management platform used to validate the concept and, as a result, critical improvements were added. On the technical front, for instance, there is now a separate radio module that enables the use of hybrid networks. Usability improvements include adding voice synthesis, to minimize the need to look at the screen.

Recognized both in the Atos Innovation Awards (in 2013 and 2015) and in the French Defense Ministry's Prix de l'Audace 2014, this exemplary open innovation project was to take on a new and sudden urgency in November 2015, in the operational emergency that followed the Paris attacks.

The solution

Atos and Flytxt worked closely with Ooredoo to design and implement a unique Customer Value Management platform, harnessing data analytics, AI and automation to maximize customer and business value.

Atos developed and implemented the infrastructure for processing big data, with sophisticated machine learning algorithms and analytics to turn customer behaviors into real-time insights. These are ingested by Flytxt's intelligent marketing automation platform to deliver personalized campaigns across multiple channels (including SMS, mobile apps and self-service kiosks).

Ooredoo's marketing teams can execute upsell, cross-sell and retention campaigns, with contextual triggers such as the next best offer - for example:

- An innovative solution to monitor and pinpoint inactivity as a trigger to prevent customer churn among high-valued prepaid customers.
- Send real-time notification of a recharge, or high data consumption, to trigger an upsell.
- The platform is integrated with Ooredoo's billing system for rewarding 'special bundles'.

The results

Ooredoo's has accelerated its customer-centric digital transformation with a dynamic data-driven approach to customer service, engagement and satisfaction.

- Enriched customer experiences thanks to targeted and personalized communications, offers and interactions, with clear visibility of customers' needs and ability to measure customer experience in real time.
- Prevents revenue losses and creates new income streams and sales opportunities; for example, upselling to boost customer usage and consumption of services, with lower risk of customer churn/inactivity.
- Lower management costs thanks to more targeted evidence-based marketing and customer relationship management.
- Business agility and flexibility, with opportunities to innovate in future, such as monetizing data through with integration with network and Business Support Systems.

About Ooredoo

Omani Qatari Telecommunications Company SAOG (Ooredoo) was founded in 2004, initially operating under the name Nawras. As Oman's data experience leaders, Ooredoo provides individuals and businesses with cutting-edge digital products and services so that its customers can enjoy the internet.

Headquartered in Doha, Qatar and with around 17,000 employees, Ooredoo provides mobile, wireless, wireline, and content services with market share in domestic and international telecommunication markets, and in business and residential markets.