



Case Study

Personalized Video
Makes an Impact

Intro

A leading European communications service provider has over 25 million revenue generation units (RGU), comprising video, internet, and voice customers. In a crowded market, where it's easier for customers to switch providers than ever before, personalized video, powered by Idomoo, gave this company a competitive edge to build loyalty and solve churn. As a bonus, it will also drive higher sales by letting them connect personally with every single customer.

Key customer quote

"Personalized video brings us closer to our customers, raises their satisfaction with our services, and lowers our service overhead... [It has] made a real impact on the way we communicate and engage with our customers in a proactive manner."

The need

It's harder than ever for you to get noticed. Potential customers have only a few seconds to decide whether to give you their time and existing customers are too busy to pay attention to emails about their plan or equipment. Plus, it's easier than ever to switch providers – so if they don't feel you're meeting their needs, churn starts going up.

This company was sending out helpful material to new subscribers, but it wasn't being opened or read, and as a result, customers were often confused and didn't understand their packages, options, and bills.

They needed to find a new way to welcome new customers, ensuring that they felt seen and appreciated and letting them know they were in for an extraordinary experience. They also wanted to reach out to customers with custom-tailored sales opportunities and be sure that their emails would actually get read, not sent to spam.

Immediate goals were to catch new customers' attention and build their sense of loyalty, while also taking advantage of milestones such as renewal dates and special occasions, such as birthdays. The company hoped these moves would achieve strategic goals like reducing churn and improving email CTRs. And if they could do all that and put a smile on the customer's face, even better.

About the customer

The customer for this solution is a multinational European communications service provider offering market-leading television, broadband internet, and telephony services. The company was experiencing speed bumps with new customer onboarding – receiving many calls and complaints from customers confused about their bills, and few were clicking through to the company's free self-service website. Longer term, they were concerned about retention and the need to differentiate competitively based on customer experience.

Customer needs

- ▶ Implement a friendlier path to onboarding
- ▶ Reduce billing-related calls and complaints
- ▶ Improve NPS and other loyalty-related metrics
- ▶ Create channels for ongoing communication
- ▶ Increase customer use of self-service website
- ▶ Increase retention and drive up ARPU

The solution

The Personalized Video Experience

Personalized video goes beyond using and repeating the customer's name: it taps into CRM and other deep-dive data to connect with the user as an individual – even at scale. Your customers are bombarded by generic messages and even video content doesn't always catch their attention. But they're also hard-wired to pay attention when content speaks directly to them with an entertaining and engaging message. Backed by powerful technology from Idomoo, video content scales easily to reach millions of customers, each with their own bespoke video.

Implementation scope

- ▶ Create evergreen video assets including a bill explainer that also presented advantages of the self-service support site
- ▶ Incorporate existing CRM and billing data into videos
- ▶ Assess results through viewings, clickthroughs, and other metrics
- ▶ Possible future expansion to additional communications with potential and existing customers

Main business objectives

- ▶ Leverage existing CRM, usage, and billing data to build data-rich customer communication
- ▶ Reduce call center inquiries over billing-related issues
- ▶ Drive increased registration and use of self-service site
- ▶ Prepare personalized videos without a lot of staff overhead or involvement
- ▶ Build a feeling of trust and loyalty among customers
- ▶ Improve CTR for future company communications and offers

Solution highlights



- ▶ **Automatically generates** personalized videos with customer-specific audio-video illustrations of typical bill charges
- ▶ **Reduce call center inquiries** over billing-related issues
- ▶ **Simplifies communication** with new customers, who now receive a link to the explainer video and self-service site
- ▶ **Increases ROI** from video content since it can be modified and reused for every single customer
- ▶ **Expands personalized video** to other areas, like customer acquisition, cross-selling, and upselling for even greater ROI
- ▶ **Provides interactivity** within the video, giving customers control over narrative flow and letting them share feedback or even input new data to customize their video in real time
- ▶ **Leverages opportunities** to encourage customers to upgrade their device or offering custom-tailored plans/packages
- ▶ **Builds ongoing connections** with customers through video content such as "year in review" or birthday messages that share personal usage statistics ("You've talked on the phone for 85 hours this year." or "Remember your trip to Spain in February?")

Typical project outcomes



- ▶ Full project rollout within 6-8 weeks
- ▶ 65% email open rate
- ▶ 42% clickthrough to view the personalized video
- ▶ 100% growth in self-service signups
- ▶ 30% reduction in service center calls
- ▶ 33% of clients receiving the explainer video stay to browse the company's site
- ▶ +16 NPS points
- ▶ 37% churn reduction

Key takeaways



Customer onboarding is just the beginning. From welcoming customers with transparency and helpful information, personalized video content can also be adapted to guide users through the entire customer life cycle – from product selection and sales to billing, self-service, support, and beyond. And with features like dynamic Facebook video ads, personalized infographics, and GIFs that autoplay in customer emails, this CSP can be sure their message is seen and received by the person who matters most – the customer.

The next-generation Augmented Experience Center is all about ensuring that your customer comes away feeling heard. Amdocs helps you deliver a hyper-personalized, effortless experience, anticipating what customers need and delivering relevant content at the right time, across all communication channels. Our rich partner ecosystem lets us tailor an ideal solution suite to meet your customers' needs while cutting costs and gaining insight and business intelligence. Everyone wins.