



Case Study

Upselling Success with
Personalized Video

Intro

This leading telecommunications company, with over 20 million plus subscribers, needed to find new ways to upsell and cross-sell current customers. [McKinsey research shows](#) that boosting lifetime value can drive 20% higher sales and 30% higher profits. Personalized video allowed this company to reach every single customer with an exciting, unique message based on their individual usage, history, interests, and needs – driving engagement which, in turn, turbo-charges upsell potential.

Key customer quote

"Personalized video [has] made a real impact on the way we communicate and engage with our customers in a proactive manner."

The need

Users are deluged with notifications, most of which are worthless and are either deleted or ignored. This company wanted to find a new way to let existing customers know about new phone releases, which are a constant in this industry.

Upgrades are also a key moment when users are open to new plans and packages as well as other opportunities. Psychologically speaking, their "wallet is out," meaning that done right, there is tremendous sales potential. But an offer made too aggressively or too generically won't hit its mark and may annoy or offend the customer, damaging their overall loyalty.

This company needed to find a new way to target customers with notifications about new phone releases and also leverage the opportunity to upsell and cross-sell plans and packages. In this case, the release of a new iPhone created an ideal opportunity to provide the latest tech at an attractive price point.

Telcos have a wealth of customer information at their fingertips that usually goes to waste: contracts, usage patterns, history, and even more personal details like interests, family, related plans, and more. But most service providers find it frustratingly difficult to tap into this highly granular information to drive sales, given the need for marketing materials that can reach a broad spectrum of customers.

Immediate goals for this personalized video campaign, powered by Idomoo's secure, intuitive platform, were to catch customers' attention in a unique way with a message that spoke directly to them, taking advantage of milestones such as phone releases or renewal dates to upgrade. The company hoped these moves would achieve strategic goals like increasing customer lifetime value – with the side benefit of building greater trust – improving email CTRs, and maybe even putting a smile on the customer's face.

About the customer

The customer for this solution is a large communications service provider that has made its name for excellent breadth of coverage across its geographic area and a hugely flexible range of phone, data, and pay-as-you-go packages. The company wanted to find ways to leverage its existing customer base, letting loyal customers trade in their current phones, getting the latest tech they wanted while at the same time upgrading their plans – with an interactive, engaging personalized video that presented an offer custom-tailored to customers' interests and usage patterns. This telco also wanted the ability to roll out advanced interactive videos to increase engagement by leveraging in-video calls to action and more.

Customer needs

- ▶ Get customers' attention fast with engaging, well-produced personalized video
- ▶ Hold customers' attention with relevant personal details centered on over 20 data points the company already had
- ▶ Increase upgrades to the new phone model with a custom-tailored trade-in offer
- ▶ Add interactivity that seamlessly integrates with the video to drive conversions
- ▶ Increase lifetime value per customer

The solution

The Personalized Video Experience

Personalized video goes beyond using and repeating the customer's name. It taps into CRM and other relevant data to connect with the user as an individual – even at scale. 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.

Implementation scope

- ▶ Created a short video (under 2 minutes) that presents user-personalized data in a fun, engaging way
- ▶ Incorporated existing CRM and billing data for millions of customers with just a few clicks
- ▶ Provided an exclusive offer to all customers eligible for an early upgrade or renewal
- ▶ Offered each customer clear terms and attractive, customized upgrade pricing
- ▶ Drove engagement by adding interactivity to the videos
- ▶ Measured results through views, clickthroughs, conversions, and other metrics

Main business objectives

- ▶ Increase revenue from device and plan upgrades
- ▶ Leverage existing CRM, usage, and billing data to boost lifetime revenue with data-rich communication
- ▶ Provide clear upgrade incentives timed with tantalizing new tech releases
- ▶ Upsell package offerings in a way that is relevant and responsive to customer needs and usage
- ▶ Reach millions of users with minimal staff overhead or involvement
- ▶ Enhance feelings of trust and loyalty among customers
- ▶ Improve CTR for future company communications and offers

Solution highlights

- ▶ **Automatically generates** personalized videos with customer-specific details based on existing CRM data
- ▶ **Simplifies communication** with customers, who understand the phone and upgrade offers clearly
- ▶ **Increases ROI** from video content since the same video can be reused millions of times
- ▶ **Drives engagement** with advanced interactivity including clickable CTAs and other elements along with allowing users to customize their video in real time
- ▶ **Leverages opportunities** to provide customers with true value that is clearly understood
- ▶ **Builds ongoing connections** with customers who are now more open to communications from this telco that focuses on a human, personal experience
- ▶ **Provides future opportunities** to use personalized videos in other ways, such as bill explainer videos for onboarding new customers

Project highlights

- ▶ 85% video completion rate
- ▶ 3X higher likelihood to upgrade
- ▶ Thousands of upgrades among customers who loved their videos
- ▶ An average individual monthly fee increase of almost \$15, generating significant recurring revenue across their customer base

Other results with personalized video

- ▶ 37% reduction in 90-day churn
- ▶ 30% call deflection, saving call-center staff work
- ▶ 93% increase in online portal signups
- ▶ +16 NPS due to increased trust, loyalty, and satisfaction

Key takeaways

Personalized video begins and ends with wowing users. Providing a message that's transparent, direct, and genuinely helpful, immersive video content is already paying off in ROI with the increased upsell and cross-sell revenue being generated by this initial campaign, which was later repeated for other phone models as well. The approach can also be adapted in future to guide users through the entire customer lifecycle, from product selection and sales to billing, self-service, support, and beyond. For new customer acquisition, this telco can now take advantage of dynamic Facebook video ads as well as leverage personalized infographics and GIFs that autoplay in customer emails, providing new ways to communicate with their customers personally and visually.

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.