



Telcom

Promotional Campaigns Deliver Value for Customer and Company

Campaign Objectives

- Give users access to their account information
- Grow customer base
- Decrease operational costs

A leading telecommunications provider and operator strives to put their customers first in order to create an easy to understand, straightforward mobile phone service and plans, paired with superb deals and exceptional customer service.

As part of this approach, its app allows customers instant access to their account information, such as viewing data consumption, viewing calls and check their remaining credit and bill summaries.

With the app, users can easily track and monitor costs and usage, while helping the companies lower its operational costs, as the app is an effective self service tool for customers. "Our app is the core focus of the company," said its Head of Campaigns. "It's a hugely important tool."

Urban Airship Engage also helps the company send promotional offers that provide savings to customers' money. For example, to drive customer engagement, it created a competition to win your phone bill paid for a year. The channel chosen was push notifications to both to pre-pay and post-pay customers. More than 80,000 push notifications were delivered over the space of two hours via a phased approach and saw a 58.3% conversion



Urban Airship Engage helps telecom companies to send promotional campaigns to users. Companies can use push notifications to share contests and other information to help customers save money.

RESULTS

↑ 58.3%

Conversion rate of opens on one of its push notification promotional campaigns to post-pay users.

↑ 51.4%

Conversion rate of opens on one of its push notification promotional campaigns to pre-pay users.

“With Urban Airship Engage, we can reach targeted audiences, so we share the most relevant deals and information with customers to simplify and improve their mobile experience. The process of creating a push notification, to approval, to delivery is all so quick and smooth.”

*– Head of Campaigns,
Telcom Company*

rate for post-pay users who opened the message and a 51.4% rate for pre-pay customers who opened the push notification.

Other campaigns include sharing promotional offers such as a new roaming offer that includes a chance to win an iPod touch, as well as a ticket giveaway to a concert event. The company has also seen success with these types of campaigns.

THE VALUE OF URBAN AIRSHIP

On using Urban Airship the Head of Campaigns said “It’s so easy to operate – the process of creating a

push notification, to approval, to delivery is so quick and smooth. Someone at Urban Airship is always on hand to help and brainstorm ideas.”

“There’s so much potential for how we can communicate with our users. With Urban Airship Engage, we can reach targeted audiences, so we share the most relevant offers and information with customers to simplify their mobile experience.”

Want to learn more about how mobile can drive results for your business? [Contact us](#), or visit [our blog](#) for best practices.