



## URBAN AIRSHIP FOR TELECOM & UTILITIES



Urban Airship helps telecom operators and utilities drive customer loyalty and retention by powering fast, reliable, effective messaging on any channel — including email, SMS, app and web notifications. Tap into user-level data to understand each customer's behavior and preferences, create smarter notification experiences, and deepen connections with customers in every interaction.

### **MORE PRECISE COMMUNICATIONS BOOST CUSTOMER RETENTION & GROWTH**

Telecom operators and utilities face unprecedented competitive pressure. To maximize customer retention, they need to create a better customer experience, delivering the information customers need when and where they need it. They also need better customer intel to pinpoint which customers are the best candidates for new services, introducing upsell and cross sell opportunities at the right times to the right customers for better results.

### **ORCHESTRATION POWERS SMARTER MESSAGING — ESPECIALLY WHEN IT'S URGENT**

When the unexpected occurs, your customers want to know about it as quickly as possible. Our AI-powered Orchestration makes it possible to send the most urgent, time-sensitive messages (outages, disconnect notices) across all digital channels, while less time-sensitive messages go to your user's preferred channel. Our platform's open architecture makes it easy to integrate your existing communications systems (email, etc.) into a coordinated outreach strategy.

### **ACCOUNT-BASED NOTIFICATIONS DRIVE DOWN SERVICE COSTS**

According to McKinsey, by digitizing, telecom operators have the chance to increase profits by up to 35% — but most have only captured 9% of this opportunity.

Notifications are also a valuable tool for capturing more of the savings opportunity by helping customers use self-service options that reduce call center costs.

“Artificial intelligence takes the guesswork out of marketing orchestration and lets our customers' data do some of the critical thinking for us. It's quickly becoming one of our 'easy buttons' to a better and more productive customer experiences across every digital engagement channel.”

Thomas Neumann, Principal Digital Products Manager,  
Consumer Products and Services, Vodafone





“Meter read submissions are a massively important function of our app. The reminder campaign has proven that a simple push notification can have a massive impact on our number of submissions – and ultimately on customer satisfaction and overall retention rates.”

Daniel Stevens, Digital Experience Manager at E.ON

### APP ONBOARDING & EDUCATION SPARKS BETTER SELF-SERVICE ADOPTION

We make it much easier to implement an orchestrated, omnichannel welcome campaign that delivers a delightful onboarding experience and continues to educate customers as they use your network and experience your services.

### SMARTER MESSAGING STRATEGIES INCREASE CUSTOMER LIFETIME VALUE

Create smarter messages and better digital experiences across apps, push notifications, email, SMS and more. Craft better experiences throughout the customer journey to foster loyalty and drive purchases of value-added

services. Encourage customers to read educational content. Proactively reach out to customers when they're at the highest risk of churn. All of these strategies contribute to growing customer lifetime value.

### REDUCE CUSTOMER CHURN WITH BETTER CUSTOMER INTELLIGENCE

Good customer intelligence is critical to initiatives such as increasing cross-selling, reducing churn, and increasing operational effectiveness. [McKinsey](#) research says companies that implement a comprehensive, analytics-based approach to managing the customer base can reduce their churn by as much as 15%.

With Urban Airship, you can stream user-level data with your customers' latest signals – interests, preferences, and intentions – into any system in your organization. You can use this data to improve customer segmentation and lifecycle modeling as well as accurately identify customers at risk of churn.

### TRANSFORM FASTER WITH DEEP DIGITAL ENGAGEMENT EXPERTISE

Whether you need strategic advice during the planning phase or ongoing campaign support, we give you the support you need to benefit from the full power of the Urban Airship Digital Growth Platform.

Our Strategic Consultants help you bring the right teams together and hit the ground running with a strategic game plan based on market insights and years of industry experience. Our Campaign Services team serves as an extension of your team, helping you execute the tactics that will bring your strategy to life – and building measurement into your ongoing efforts.

### IMPROVE YOUR COMPETITIVE POSITION IN A RAPIDLY CHANGING ENVIRONMENT

Urban Airship is the only digital engagement solution with the proven speed and scale to trigger notifications and in-app experiences at critical moments in your customer's journey. Our team of experts is here to help you design the right strategies for timely, personalized lifecycle marketing that increases cross-sell opportunities, cuts operations costs, and promotes loyalty.



[Contact us](#) to learn how we've partnered with leading telecom operators and utilities worldwide to increase customer lifetime value and accelerate digital transformation.

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