

Drive Revenue & Loyalty with a Mobile-First Telecom Solution



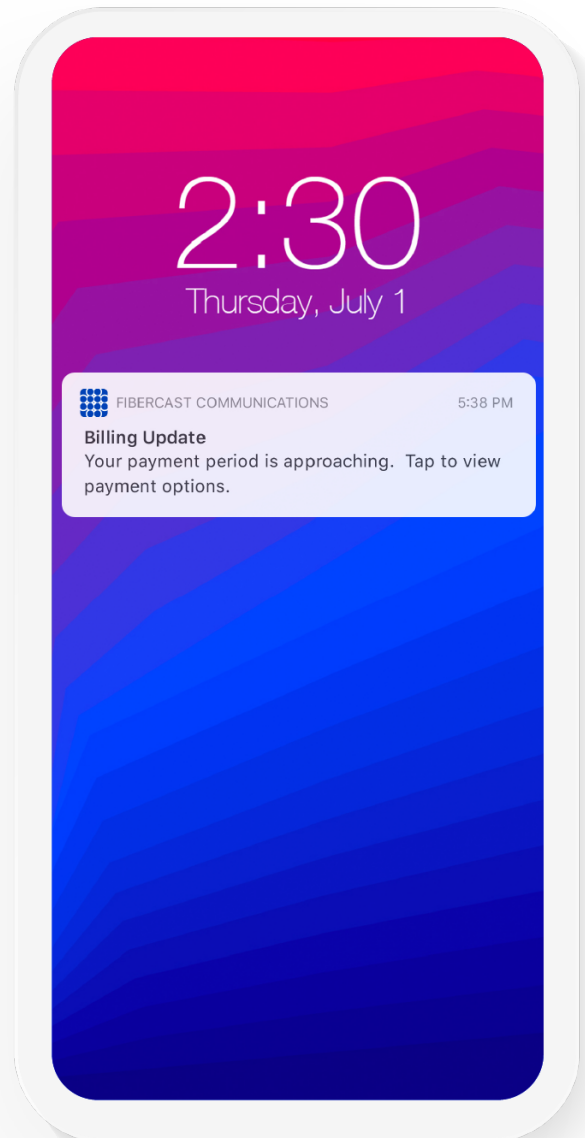
Telecommunications is one of the most competitive industries due to the few large players on the market and constantly increasing customer expectations for seamless and convenient interactions.

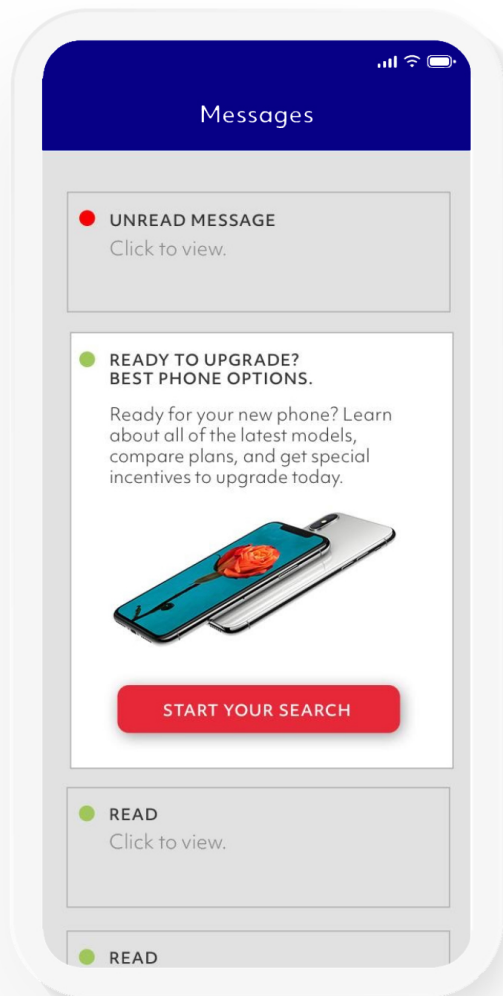
Telecom companies need to find ways to stand out amongst competitors by providing customers with superior communications that are personalized and orchestrated.

CREATE RELEVANT & PERSONALIZED MOBILE EXPERIENCES

With Airship's solution for Telecom, brands can increase their market share by improving the customer experience via personalized and orchestrated mobile experiences. Airship increases in-app engagement, revenue and loyalty with mobile-first customer journeys that will stand out from the crowd.

- **On-Demand Communications:** Deliver unparalleled customer experiences with real-time utility notifications or exclusive loyalty program messages coordinated across app channels.
- **Personalized Mobile Journeys:** Drive app downloads from channels like email and SMS, and retain new app users with an onboarding and account set up journey.





- **Continuous Customer Engagement:** Use existing customer data and behavioral triggers to send highly personalized product bundles and exclusive perks on the customer's preferred channel to grow upsells.

KEY FEATURES

- **Personalization:** Use your existing customer data to personalize utility updates based on customer preferences, purchases or behavior.
- **Optimization:** A/B test different levels of welcome series personalization to optimize for mobile app download and engagement.
- **Performance Analytics:** Track channel engagement to optimize future cross and upsell campaigns.

- **Recurring Scheduled Messages:** Increase retention rate and save time on campaign creation by scheduling recurring messages.
- **Automation:** Trigger messages in real-time if a customer travels abroad, buys another device or upgrades their plan.
- **Single Interface:** Design, deploy and manage Telecom campaigns for all channels from one interface.
- **Airship Journeys:** Create cross-channel Journeys to drive mobile app engagement via channels customers are most likely to engage with.
- **Channel Coordination:** Use intelligent user-level data to select the channel that will drive the most engagement for every message.

AMPLIFY CUSTOMER LIFETIME VALUE

Design cohesive and streamlined communications to grow in-app engagement, revenue and loyalty with a mobile-first approach.

- **Acquire:** Trigger messages about additional products or bundles based on the customer's device, plan usage, or engagement.
- **Retain:** Notify customers about data usage, account changes, payment reminders, and loyalty points update.
- **Grow:** Send upsell campaigns based on usage, number of people or when device upgrades are available on their account.

CONTACT US: Want to learn more about Airship's solution for Telecom? Contact us today to get a demo.

