

PicoTel is a Tier 2 mobile operator with 10 million subscribers in a competitive market with three other network providers. Recent deregulation increased competition putting more pressure on the operator to keep customers and reduce costs.

The Case

Although competitive to the Tier one operator, lower rates and more flexible services provided by new entrants are creating churn and eroding customer loyalty.

Faced with large volume of calls to customer service, which could easily be resolved as they are simple and repetitive, PicoTel saw the need to broadcast different information to different users, in essence segmenting users with the information relevant to them. In addition, they needed the capability for customers to share information amongst themselves in resolving issues or answering repetitive questions.

Help Desks and various parts of their organization should be able to contribute to customer service as needed to speed up the response times instead of a one-interface bottle neck.

Marketing and advertising is a big part of improving the customer relationship, as many customers are not informed of new packages and services or changes to their existing services.

Long considered a threat, PicoTel is forward thinking in realizing that it's better to build a community where their customers can voice opinions (positive and negative) with the opportunity for PicoTel to respond. The alternative of customers using other social media where PicoTel may not have a presence was far more devastating.

Introducing eSimon

With the understanding that a customer community would greatly benefit customer relationships and

overcome current constraints, they adopted the eSimon application.

Using a mobile-first web interface instead of a mobile app meant that PicoTel could target all customers and not only those that chose to download the app.

This provided customers with easy access across multiple devices, not only mobile phones; dialogue with PicoTel on topics relative to their needs; a wide range of informative content with notifications; multi-format communication through text, images or video.

The eCommerce Shoppe was an added advantage, offering discounts based on activity, loyalty and other criteria. PicoTel found they could increase merchandizing by associating purchase with campaigns they ran on eSimon.

eSimon became a one-stop interface where both customers and multiple departments in PicoTel's organization could engage in relevant matters. Roles Control made it possible to assign responsibilities in eSimon to different internal and external parties.

Customer Journey

Catering to the entire customer journey; from interest to purchase, eSimon is able to gather and analyze various types of customer data. This provides valuable insight into business performance, social ranking, customer interests and behaviors; used to manage and influence the market and buying habits.

Customer Experience

By creating private groups for different

categories of customers, PicoTel is able to customize communications for each segment of their customer base. Plans, programs and offers are more focused for customers and a stream reserved for "how to" has the benefit of assistance from other subscribers, making customer service more viral and assistive.

AppleCare is a comparative example of this form of Community assistance.

Competitive advantages

eSimon's Community concept of engagement between customers and PicoTel, and amongst customers, in curating content, resolving issues and promoting successes creates a positive marketing spin.

Engagement tools such as Events serve to engage customers both digitally and physically, while Polls capture customer feedback on a wide variety of interests that provide valuable insight to building services, and product development.

Summary

In implementing eSimon, PicoTel is able to;

- Foster a positive customer experience.
- Engage customers in campaigns, and product launches.
- Improve the response time for customer issues by engaging relevant parts of the organization.
- Identify customer preferences, interests and behavior.
- Gather valuable customer data for analytics.
- Build loyalty and reduce churn.
- Create innovative mediums of information dissemination.

**How a competitive
Telco applies
eSimon to enhance
customer service.**

