



SAMPLE MOBILE CRM PANEL TRACKING RESULTS  
JAN – JUNE 2017

SAMPLE REPORT

CONTENTS:

- CRM PANEL PROJECT STATISTICS AND DATA COLLECTION LOGIC
- MAIN CONCLUSIONS
- Digital services
- Mixed service add-ons
- Renewal offers
- Handset offers
- Network
- Roaming offers
- Billing reminders
- Call center activity
- Missed call notifications
- Miscellaneous offers
- Other interesting communications



INCLUDED IN  
REPORT SAMPLE

# CRM PANEL: PROJECT STATISTICS

PROJECT STATISTICS FOR 6 MONTHS

## ONSPOT MOBILE CRM PANEL PROJECT STATISTICS

Tracking date: Jan – June 2017

Average number of users: 100

Number of records collected: >1 million

Traffic type	Records captured
Data traffic samples	1,100,000
Voice calls	150,000
Roaming records	40,000
SMS Total	150,000
(SMS to/from users)	143,000
(Operator's SMS to users)	7,000

# CRM PANEL: DATA COLLECTION AND TRANSFORMATION PROCESS

SEVERAL STEPS IN DATA TRANSFORMATION

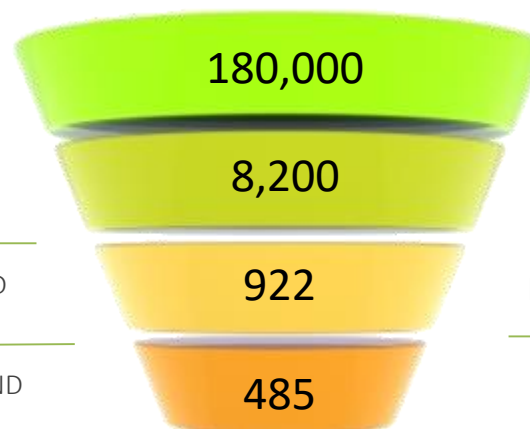
## PROCESS OF CRM COMMUNICATION DATA COLLECTION AND MULTI-STEP PROCESSING

ALL SMS MESSAGE INFORMATION EXCHANGED BY USERS ARE SYNCED FROM HANDSET TO CENTRAL DATABASE

ONLY CONTENT OF MESSAGES RECEIVED FROM OPERATORS IS LOADED INTO DATABASE FOR PROCESSING

SIMILAR MESSAGES ARE RECOGNIZED BY SPECIAL ALGORITHM AND GROUPEED INTO 'COMMUNICATIONS'

PRIVATE DATA LIKE ACCOUNT AND PHONE NUMBERS, ADDRESSES AND USERNAMES ARE REMOVED



SMS MESSAGES

SMS FROM OPERATORS

DISTINCT COMMUNICATIONS

DISTINCT ANONYMIZED COMMUNICATIONS

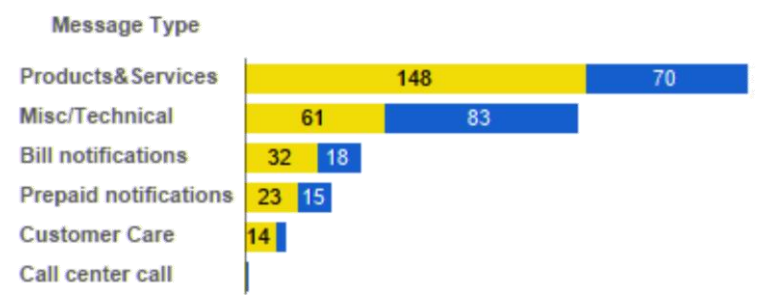
DATA IS COLLECTED IN 6 MONTHS FROM 2 OPERATORS AND PANEL SIZE OF 100 USERS

SAMPLE REPORT

# CRM PANEL: MESSAGE COMMUNICATION STATISTICS

MAJORITY OF TEMPLAES ARE RELATED TO PRODUCTS&SERVICES

ALL MESSAGE TEMPLATES ARE GATEGORIZED BY CONTENT:



- Analysis is focused on Products&Services (218) offers, Bill notifications (50) and Customer Care (16) notifications
- Only relevant templates are shown

# PROJECT: MAIN CONCLUSIONS

## MOST IMPORTANT EVENTS ON MARKET

### MAIN CONCLUSIONS

Both operators have moved pricing elements of majority of add-on offers from ATL to BTL level, **leaving BTL tracking tool as only source of information**. Operators are mostly focused communicating Out of Bundle add-ons and offers with on-net traffic and mixed data/voice/SMS services. They have used **many triggers** like notifications based on credit level for prepaid users, tailored offers by usage, time limited offers and holiday promotions. Both operators have advertised **roaming offers during summer**. Operator 1 has changed **billing rules** during summer. **Operator2 has increased call center outbound calls** to it's users after March while **Operator1 stopped** those activities during summer.

**Operator 1** has created very **aggressive handset and bundle** offers which are communicated mostly to users which are close to contract expiry. They have created several offers with **Shared data bundles** across mobile and fixed telephony. Offers are designed to **'move' users** to higher tariffs in order to gain high benefits. Operator 1 has started including **accessories with handsets** and is inviting existing users to **Promo events** for free.

**Operator 2** has focused heavily on digital services promotions with **"TV Service"** as a highest communicated proposal with many benefits during whole tracking period, adding free data traffic and free WiFi access on selected locations. **"HBO Gold"** was communicated with significant number of messages while **"Test data coverage 4 free"** promotion was sent to all users including free data traffic and SIM card replacement during complete tracking period. Operator 1 has offered **additional data traffic** with premium handsets and free WiFi access on selected locations.

# COMMUNICATIONS: DIGITAL SERVICES

## DIGITAL SERVICES

Digital services has become major focus of all operators on market.

**Operator 1** has high focus on **Digital TV services** having more than 40 different communications to it's users and more than 15 messages in average sent to each panel user during 6 month tracking period. They have motivated users to install "**TV Live GO**" **application** via custom reminders, free data promotions, free bundled services, word of mouth recommendations and prize winning games.

Operator's 1 **mobile application** was communicated with significant number of messages offering demo installs in May, and increased amounts of free traffic in upcoming months (**up to 10GB**) to test the app. Recurring reminders were sent out to many users.

**Other** advertised services are 'Social media', 'Cloud storage', 'P2P for Me' which are advertised mostly with **trial options**.

**Operator 2** has focused on bundling existing traditional services with digital services and **IOT** in many ways, where most interesting service was **remote household electronics control bundles** with several hardware devices offered like Broadlink universal house devices controller.

Operator 2 had increased activity directed **towards social media**. Users were invited to join social media campaigns which contained several different offers and data package benefits. Most interesting campaign offered **Insta-free** – free Instagram unlimited data add-on for users who post their pictures in on-line prize winning game.

# COMMUNICATIONS: DIGITAL SERVICES

## DIGITAL SERVICES

Operator	Service	Comment	Offer	Tariffs	Timing
Operator 1	TV United	Free data/6 month, 5 EUR/month afterwards	Install TV United application and receive unlimited free data traffic for this application in next 6 months. Afterwards, renew the offer for only 5/EUR per month.	Prepaid	Monthly, once a month
Operator 1	TV Unired Bunlde	Free data/6 month on all devices, 5 EUR/month afterwards.	Install TV United application on all your devices and receive free data traffic for this application and 18 free premium HD TV channels on all devices for next 6 months. Afterwards, application can be used for only 7/EUR per month.	Postpaid	Monthly, once a month
Operator 1	TV United + apps Bundling: 2 apps		Install TV United and besides free data traffic for application in next 6 months, get 2 premium H2Go applications with unlimited data traffic for free. Offer is valid only this month.	All	April, May
Operator 1	HBO GO	Bundling: HBO GO	Download and activate HBO Go application and watch final series of House of Cards for free until last episode. Go to <a href="http://www.vod-live.com">www.vod-live.com</a> to proceed.	Postpaid	July
Operator 1	HBO Prize	Prize winning game	Install HBO GO application, share on facebook and get ready to receive one of 1000 prizes, from handset accessories to free subscriptions for a lifetime. Go to <a href="http://www.vod-hbo.com">www.vod-hbo.com</a> or hit install in MyVodafone app.	Postpaid	February
Operator 1	Facebook4life	Word of mouth invitations + bonus MB	Recommend our new Giga tariffs to your friends and get a one year 10GB data pack on top of your existing tariff. Forward this message to a friend and ask him to visit our shop in next 2 weeks.	Postpaid	February
Operator 1	Facebook4life	Word of mouth invitations + bonus MB	Recommend our new Giga-Go tariffs to your friends and get a one year 12GB data pack on top of your existing tariff. Forward this message to a friend and ask him to visit our shop in next 2 weeks.	Postpaid	February
Operator 1	TV Services		... +10 more communications with different wordings		
Operator 1	Dropbox	Once a month	Free your phone memory and store your images on safe place. Install Dropbox now and get bundled data traffic until your contract binging expires. Go to V-	Postpaid	May
Operator 1	Dropbox	Increasing in time: 50GB/2GB	Free your phone memory, share and store your documents on safe place. Install dropbox via V-Life portal and get free 50GB storage and 2GB data transfer per month. Click this <a href="#">link</a> , or visit iTunes, Android Play or <a href="http://www.v-life.com">www.v-life.com</a> for hassle free download.	Postpaid	June
Operator 1	Dropbox	Increasing in time: 75GB/5GB	Free your phone memory, share and store your documents on safe place. Install dropbox via V-Life portal and get free 75GB storage and 5GB data transfer per month. Click this <a href="#">link</a> , or visit iTunes, Android Play or <a href="http://www.v-life.com">www.v-life.com</a> for hassle free download.	Postpaid	June
Operator 1	Dropbox	Increasing in time: 100GB/15GB	Free your phone memory, share and store your documents on safe place. Install dropbox via V-Life portal and get free 100GB storage and 15GB data transfer per month. Click this <a href="#">link</a> , or visit iTunes, Android Play or <a href="http://www.v-life.com">www.v-life.com</a> for hassle free download.	Postpaid	July
Operator 1	V-Life	Reminder : Not using	Are you still not using our V-Life application? Get easy access to your account, see your bills, get in touch with us and activate new services. Go to iTunes, Android Play or <a href="http://www.v-life.com">www.v-life.com</a> for hassle free download.	Postpaid	On event
Operator 1	V-Life	Reminder: Not using	Are your still not using our V-Life application? Did you know that you can contact us via chat window from V-Life application any time and we will resolve your inquiry within seconds? Go to iTunes, Android Play or <a href="http://www.v-life.com">www.v-life.com</a> for hassle free download.	Postpaid	On event



# COMMUNICATIONS: MIXED SERVICE ADD-ONS - OPERATOR 1

## MIXED SERVICE ADD-ONS - Operator 1

Operator 1 is using add-on recommendation engine with variable validity based on user behaviour

Operator	Comment	Offer	Tariffs	Timing	Price	Min all-net	Min on-net	SMS	MB	Validity
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 2 EUR! Get 40 on-net minutes, 40 SMS, 40MB and 40 minutes towards all national networks for one day. Dial *200*2#	Prepaid	Always	2.00	40	40	40	40	1
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 4 EUR! Get 40 on-net minutes, 100 SMS, 200MB and 100 minutes towards all national networks for one day. Dial *200*3#	Prepaid	Always	4.00	100	100	100	200	1
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 5 EUR! Get 90 on-net minutes, 90 SMS, 200MB and 90 minutes towards all national networks for three days. Dial *200*4#	Prepaid	Always	5.00	90	90	90	200	3
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 7 EUR! Get 175 on-net minutes, 175 SMS, and 175MB for a week with option to extend offer. Dial *200*5#.	Prepaid	Always	7.00		175	175	175	7
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 8 EUR! Get 150 on-net minutes, 150 SMS, and 80 minutes towards all national networks for a week. Dial *200*2#	Prepaid	Always	8.00	80	150	150		7
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 10 EUR! Get 1200 on-net minutes, 1000 SMS, 1500 GB and 200 minutes towards all national networks for a week. Dial *200*2#	Prepaid		10.00	200	2200	1000	1500	7
Operator 1	Recommendation engine, usage based	Activate add-on All4One for 15 EUR! Get 500 SMS, 500MB and 300 minutes towards all national networks for one month. Dial *200*2#	Prepaid		15.00	300	500	500	500	30

# COMMUNICATIONS: TO BE CONTINUED...

---

+ ADDITIONAL 14 PAGES OF  
OFFERS DETAILS AND QUALITATIVE ANALYSIS IS PROVIDED IN REAL REPORT