Alepo Customer Value Management

Improve customer lifetime value, engagement while growing CX

Customer-centricity is a top priority for operators today, though many telecommunications providers are yet to employ the correct tools to understand evolving customer behavior and derive maximum customer value. Implementing an effective customer value management (CVM) strategy helps boost CX, engagement, loyalty, and retention. Essential to developing this strategy is a robust CVM solution.

A modern and advanced CVM solution helps operators manage the customer value journey effectively and efficiently. It spans across the entire customer life cycle, offering intelligent tools to ease the efforts required to **acquire, grow, and retain** the customer base. It enables operators to focus on the four pillars of telecom business success: customer management, promotions management, loyalty management, and performance management.

Key Drivers for Business Success:
- Boost customer loyalty
- Reach new customer segments
- Unlock new revenue streams
- Improve customer satisfaction
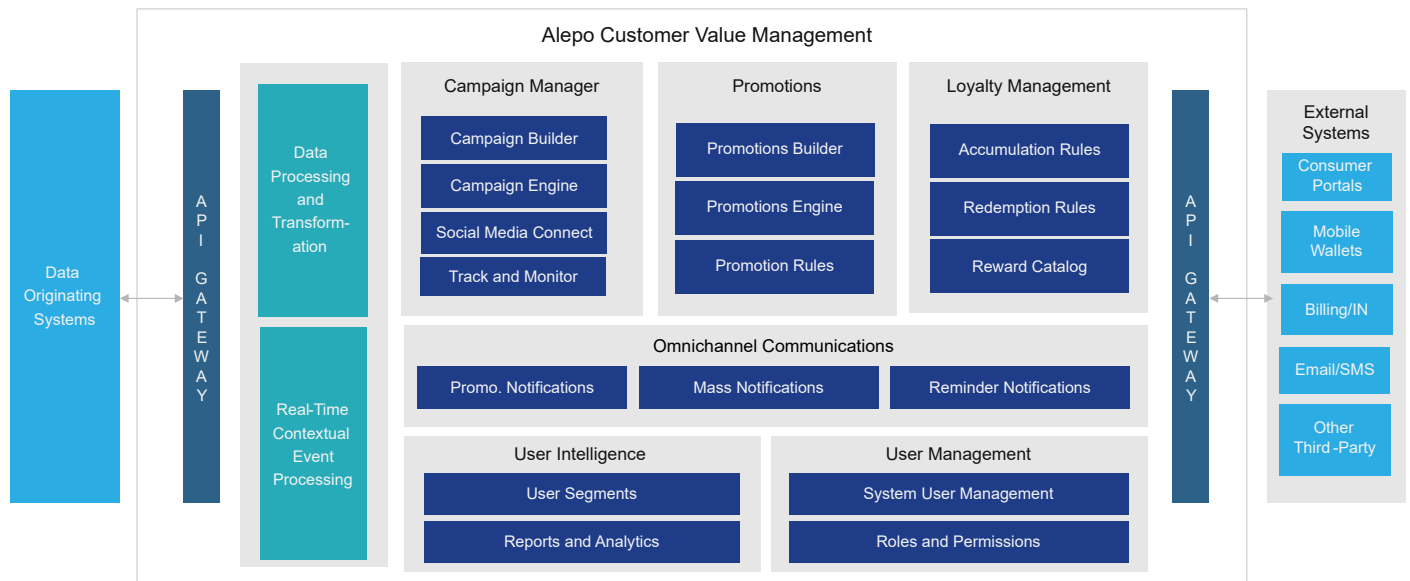- Increase ARPU
- Increase market share

Alepo Customer Value Management Solution

Alepo's Customer Value Management solution is a strategic CVM program that helps drive revenue growth and superior customer experience. The end-to-end solution offers a comprehensive suite of applications across three key components: **Campaign Management, Promotion Management, and Loyalty Management**. These components enable operators to meet their diverse business needs by designing a successful CVM strategy that helps generate incremental revenue, deliver real-time personalized experiences, and create and automate customer value journeys across multiple channels.
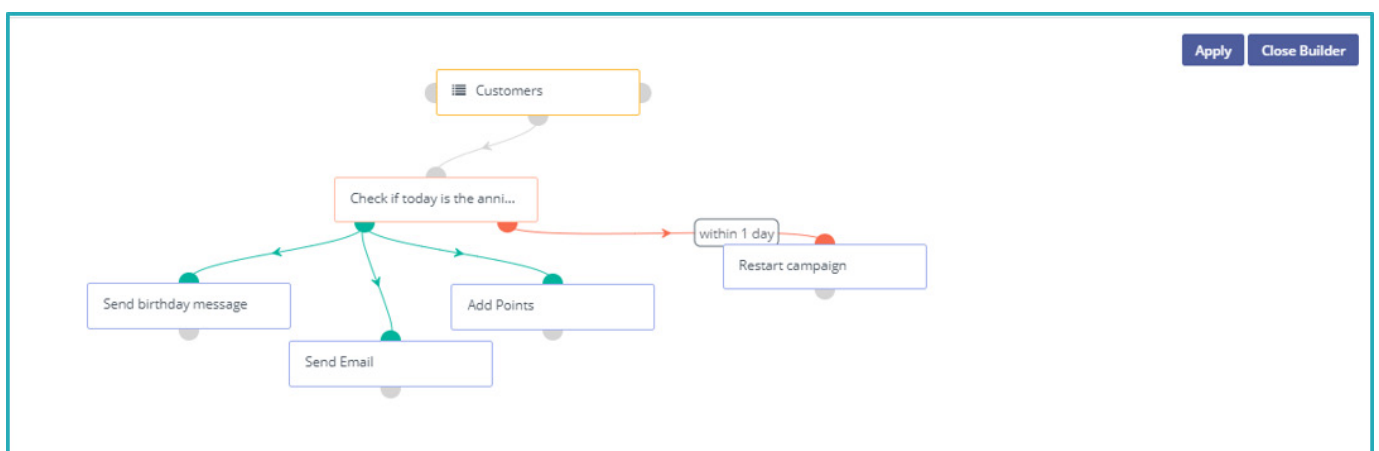

Promotion Management
Roll out contextual promotions and offers

Campaign Management
Build automated marketing campaigns

Loyalty Management
Reward your customers to encourage their stickiness

Alepo CVM Solution Modules
1
2
3

Alepo CVM Solution Architecture

Campaign Manager

Alepo Campaign Manager enables CSPs to build and roll out innovative marketing campaigns across different channels. The platform simplifies marketing operations, letting operators create, manage, and track campaigns and communicate promotions to target segments. The time-saving tool helps handle repetitive campaigns with predefined schedules.

The Campaign Manager has the ability to create successful campaigns in minutes, reducing the need for a larger resource pool. It compiles critical information in a central location to track and analyze user activities. The intuitive drag-and-drop visual campaign designer offers a wide range of features to automate campaigns, helping increase revenue and usage KPIs for customers. Operators can develop more focused strategies by segmenting customers based on several rules, combinations, and factors such as channel, usage, demographics, locations, interactions, payment status, age on network, purchase history, account status, social engagement, and more.

Drag-and-Drop Workflow Designer
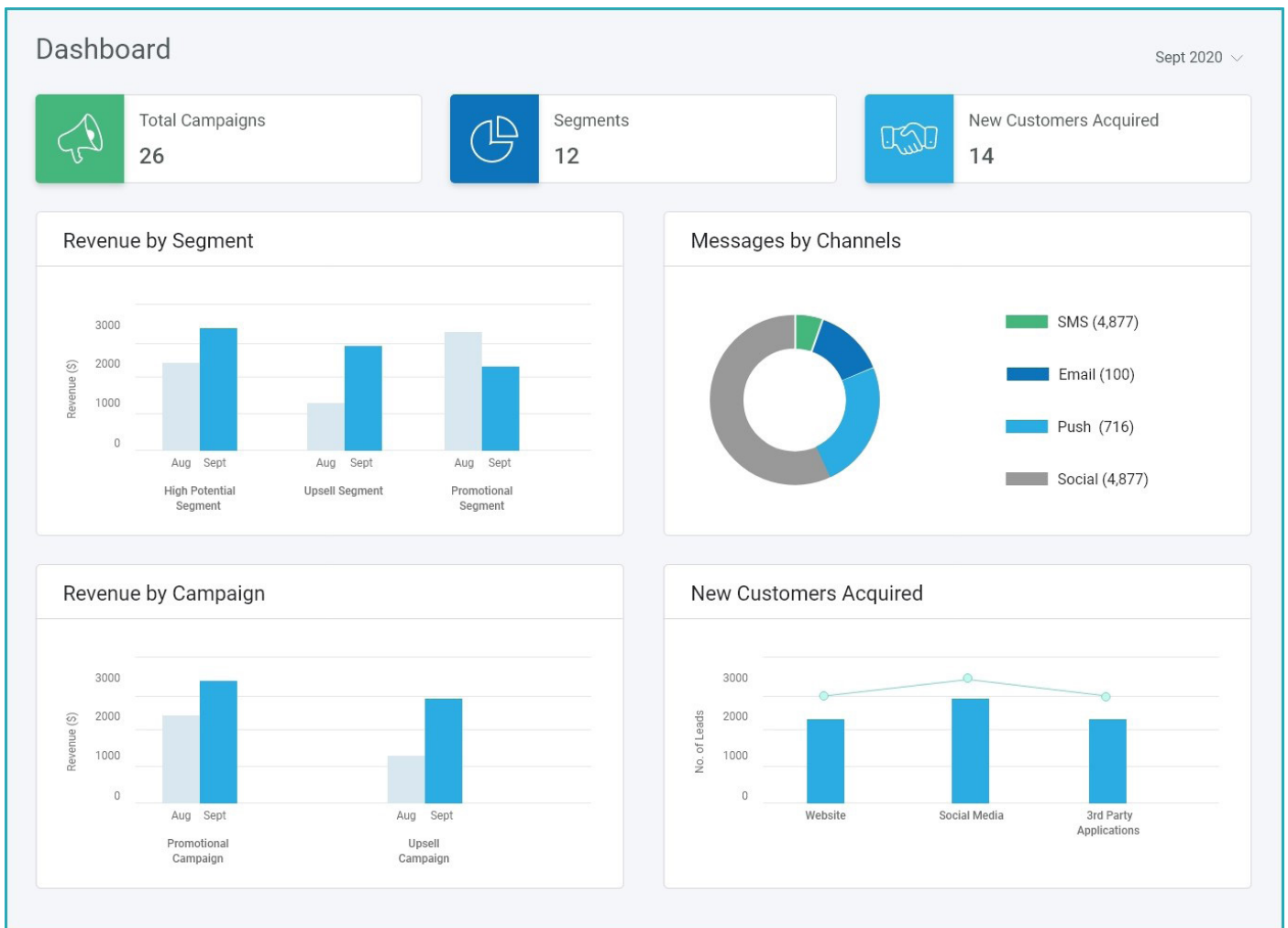
Campaign Manager Dashboard

Benefits

- Notify the target audience about real-time promotions

- Send notifications via multiple channels: email, SMS, push, and social media

- Configure customer-preferred notification channels

- Choose from a range of comprehensive business analytics and reporting options

- Track, streamline, and manage leads efficiently and effectively

- Deliver a consistent, personalized, and unified customer experience

- Measure and monitor the real impact of campaigns using various statistical criteria

- Enable innovative use cases to explore the possible ways to drive marketing campaigns

- Make sound business decisions with comprehensive analytics and reports

- Implement auto-provisioning during customer onboarding

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Features

Campaign Builder

A blank canvas with a drag-and-drop interface helps easily customize campaigns by putting together various components and swiftly configure various actions and conditions.

Social Engagement

Operators can monitor customers' social media accounts, identify who tagged them, run promotional campaigns based on their profiles and activity, and send push notifications to their social media channels.

Campaign Monitoring

A 360-degree campaign view helps monitor performance and effectiveness. Performance can be monitored through various statistics such as the source of leads, next and/or pending actions, success/failure rate, communication channels, and more.

Omnichannel Notifications

Operators can send notifications (mass, reminder, and promotional) over multiple channels such as email, SMS, push notifications, and social media. Ad-hoc messages can be sent to the customer's preferred notification channel, allowing them to unsubscribe from certain messages.

Notification Templates

Templates are fully customizable and can include the operator's logo, themes, and content, with support for personalization for different customers.

Lead Capturing

Operators can capture and monitor leads from various channels like websites, applications, and social media to execute multiple campaigns.

Promotion Manager

Alepo Promotion Manager helps operators fully monetize services and improve customer stickiness. Commonly used promotion rules are preconfigured in the Promotion Manager, and CSPs have the flexibility to easily modify these promotions through a simplified user interface. Rules can be applied at the individual level and can also be set in a configurable sequence to enable complex offerings. The robust rule engine enables operators to configure promotions for different events in Alepo Product Catalog.

Create and roll out promotional offers, discounts, additional bonuses, rewards, and vouchers:

Offers on purchase of a new service	Offers based on purchase count or amount	Discount on purchase of a new offer
Time-, segment-, and event-based purchases	Reward points against purchases	Promo codes on various instances

Business Use Cases

Use Case	Example
Promo code Offer benefits to customers when they change their plan/onboard/purchase services from self-care	• Use promo code PRM10 to upgrade to $99 rental plan • Use promo code OFF10 to get 10% off on the $20 social media bundle pack
Additional bonus on recharge Launch auto-benefits for eligible customers when they purchase from self-care, CRM, or agents	• Get an extra 10% off on wallet recharge • Recharge and get free internet from 10 PM to 10 AM
Initial recharge promotion Configure rules and parameters to offer auto-benefits to eligible customers	• Enjoy 200 Mbps speed in the first month of joining • Get 10% cashback on recharge of $15
Auto-benefits on service purchase Configure automated promotions for selected purchases	• Recharge $10 more and get an additional 5 GB data for a month • Get an extra 10 GB of data free on recharge of over $10

Benefits

- Ensure faster rollouts with the powerful drag-and-drop interface
- Reduce marketing efforts by highlighting relevant deals
- Accelerate time to market and lower OPEX with preconfigured promotion rules
- Swiftly configure and customize rules through the simplified user interface that redefines the user experience
- Improve customer stickiness by delivering real-time, contextual, and relevant offers and promotions

- Use filters and tags to quickly configure rules for specific customers
- Persuade customers with a plethora of promotions and offers
- Boost customer awareness about promotions using self-care
- Reduce OPEX using the external product catalog that employs a modular approach (secured API access integration)
- Reduce churn by keeping customers engaged and rewarding them for their purchases

Features

Promotion Types

Multiple in-built promotion types, including one-time and amount-, count-, time-, segment-, event-based bonuses, real-time discounts, additional data, cashback, free mins/SMS, and more.

Promotions Management

Helps evaluate and implement different promotions for the target audience. Customers can view the promotions they are eligible for through their self-care accounts.

Promotions Builder

The drag-and-drop interface simplifies building and configuring promotions. The various predefined rules consist of subscriber eligibility conditions and promotional rules.

Promo Codes

Various discounts and promotions can be defined against purchases or other criteria and redeemed by customers once they complete the defined action.
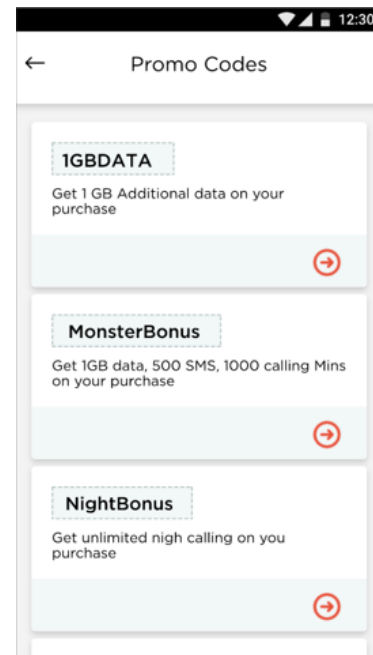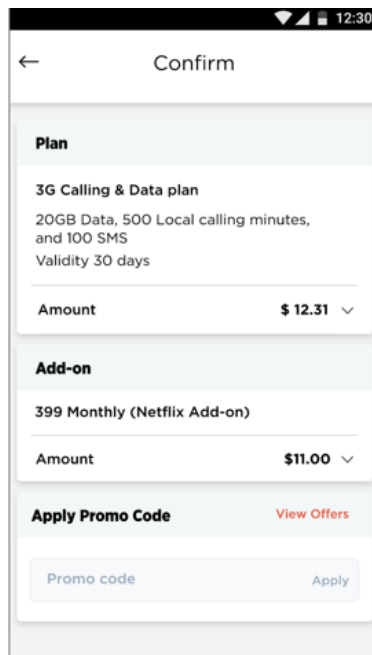
Redemption of Promo Codes in Self-Care

Loyalty Manager

Alepo Loyalty Manager lets CSPs define multiple functionalities to enhance customer loyalty and showcase appreciation for their association with the operator. Operators can define reward rules, databases, and workflows. The innovative rewards and loyalty services help reduce churn by helping build stronger relationships with customers and keep them connected to the brand. An ideal customer-retention tool, the Loyalty Manager also helps attracts new ones, improves stickiness, and boosts revenue margins.

Benefits

- Drive customer loyalty by defining reward points based on offer purchase and service purchase events such as onboarding, service add-on purchase, and plan changes

- Win price wars and retain customers using a rewards point policy, setting a monetary equivalent for points

- Reduce marketing efforts and accelerate sales by letting customers redeem points from self-care against product catalog offers

- Design and execute successful loyalty programs to keep customers interested in new services, promotions, and offers

- Facilitate complete transparency with customers, enabling them to use self-care to view their points balance, accumulation and redemption history, and more

- Provide multiple ways for customers to earn points in real-time with flexible and configurable accumulation rules

- Reduce churn by defining points accumulation and redemption rules, purchase offers, point-related notifications, and more

- Increase ARPU and customer satisfaction through efficient points management and multiple easy redemption modes

Features

Reward Accumulation

Gives customers multiple possibilities to accumulate points using referrals, purchases, personalizations such as birthday, promo codes, completed actions: filling up a survey, points, usage completion, and customer age.

Reward Management

Manages points accumulated in the Alepo system and on the other API-exposed third-party loyalty management systems, maintaining a common point for the customer to view, manage, and control accumulations.
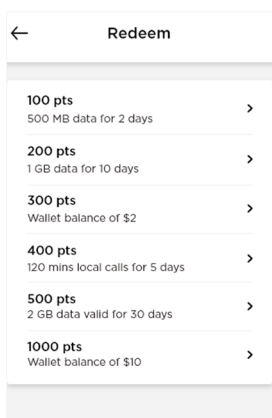
Redemption On Offer Purchase

Lets customers purchase certain offers using accumulated reward points.
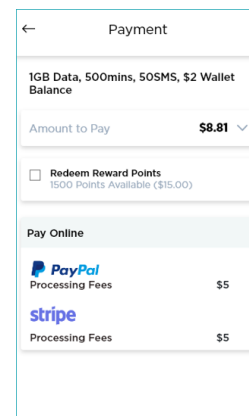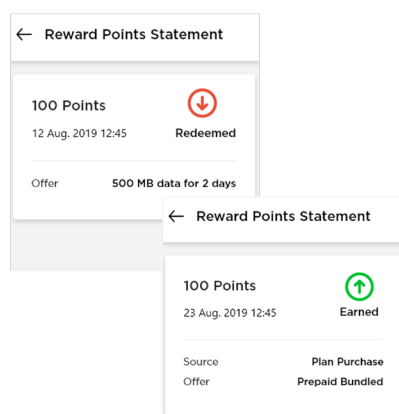
Redemption On Checkout

Lets customers use reward points to pay for certain offers on checkout.
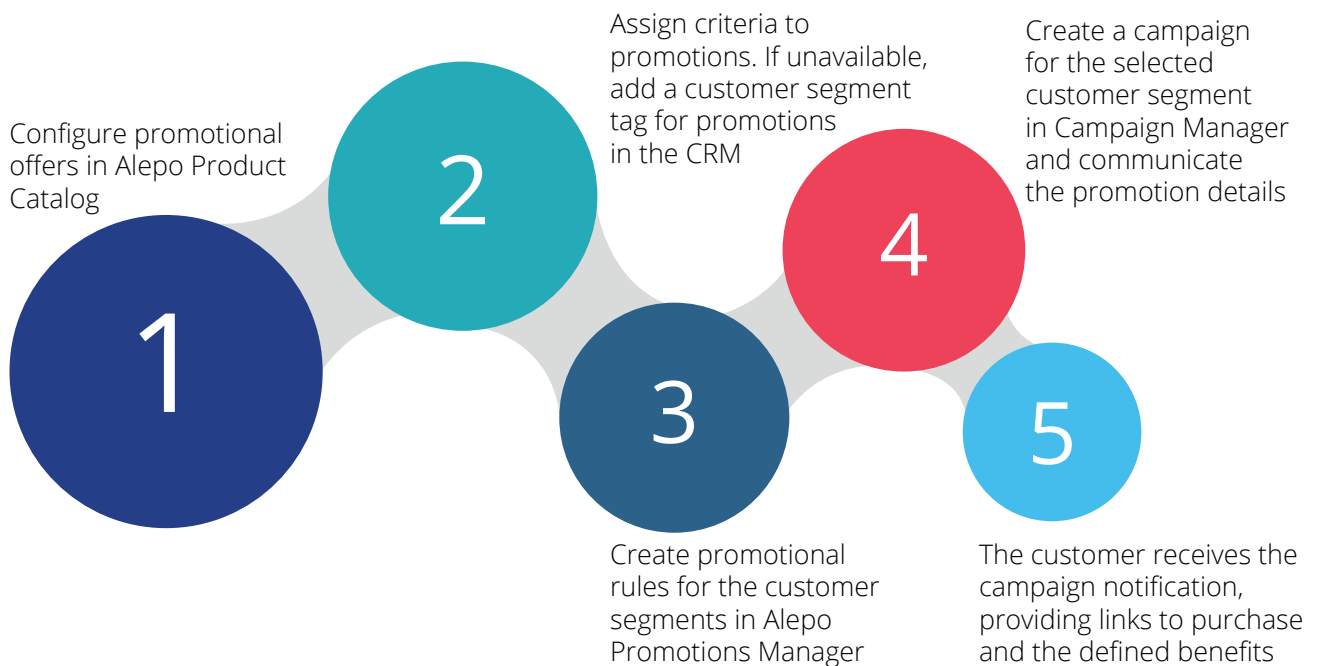
Redeem Reward Points via Offers

Redeem Points at Checkout

Why Alepo CVM Solution

Intuitive GUI for Easy Configurations

1 Configure promotional offers in Alepo Product Catalog

2 Assign criteria to promotions. If unavailable, add a customer segment tag for promotions in the CRM

3 Create promotional rules for the customer segments in Alepo Promotions Manager

4 Create a campaign for the selected customer segment in Campaign Manager and communicate the promotion details

5 The customer receives the campaign notification, providing links to purchase and the defined benefits

Seamless Data Processing and Transformation

Alepo CVM fetches data in different formats from various sources such as billing, CRM, digital wallet, OCS, and more. All this data is transformed, enriched, and validated, ensuring it is ready for the CVM system to further process it.

Effective User Segmentation

The system supports customer segmentation based on numerous factors such as demographics, transactional data, profile, location, AON, social engagement, channel, and many others.

Advanced Reporting and Analytics

The intuitive dashboard provides a high-level view of all campaigns and their performance. The system can integrate with the tableau server to fetch multiple high-end reports based on various parameters such as campaign, target audience, tag, and user segment, enabling sound business decisions.

Secured Role-Based Access

Alepo CVM can define roles and permissions for different system operations, allowing strict role-based access to users and safeguarding sensitive data and critical resources.

End-to-End CVM

Alepo CVM takes care of every crucial aspect of the customer value journey, starting from attracting customers to come on board and through the entire life cycle. The platform is a one-stop solution for operators to maximize customer satisfaction, improve engagement, and accelerate business innovation.