



rewardsco

MTN Online Upgrades Case Study

Fostering Customer Retention and Growth

Overview:

The logical next step in our journey with MTN Online was to support the retention of the customer base we acquired for the network. The online customer segment needed to be treated with specialist focus. Given our experience in customer lifecycle management, as well as our insight into the acquisition strategy for the customer inception, we were able to build a highly efficient retentions campaign.

Challenge:

MTN faced the challenge of proactively retaining the customer segment that was acquired through the online channel crafted. They needed a partner who could seamlessly match customers with the right products and oversee the process from execution to delivery.

Solution:

In response, we leveraged our retentions trading IP, honed through years of experience in the industry and aligned it with the campaign's KPIs. Our solution centred on hyper-personalised data segmentation, coupled with highly evolved contactability strategies to tap into a high-value customer division. Once in contact with the customers, our specialised retentions consultants were equipped with relevant and valuable deal offers aligned to the specific customer's needs. Our intrinsic understanding of the MTN customer journey together with post call engagements, allowed for new initiatives to quickly grow and align with the on-base growth and retentions requirements of MTN.

Results:

Our partnership with MTN Online has not only resulted in year-on-year performance increases but has also solidified our reputation as a trusted partner for customer retention and growth initiatives. This case study underscores our ability to seamlessly transition from customer acquisition to customer retention and growth, ultimately contributing to MTN's ongoing success in the telecommunications market.

Our Partner's Success in Numbers



Year of
Launch
(2021) -
Upgrades
Year One



Current
Upgrades
(2023)