



“This in-depth customer intelligence can then enable the delivery of targeted product bundles and sales programs to help service providers more effectively monetize their customer base and drive higher revenue.”

— Yankee Group

With Globys Intelligent Occasions, service providers can meet a variety of objectives including service plan optimization, bundle migration, usage stimulation, increasing cross-sales revenue, churn reduction, and channel optimization.

Globys® Intelligent Occasions

How to Monetize Contextual Insights to Maximize Customer Lifetime Value

Globys Intelligent Occasions is a contextual marketing solution that helps operators better engage their small and medium business (SMB) customers throughout their life cycle. The Globys Intelligent Occasions solution identifies the right context in which to proactively engage each customer and the right action to take to ensure that every communication helps increase customer lifetime value.

Designed exclusively for the telecom industry, Globys Intelligent Occasions treats each customer as a segment of one to drive highly personalized and relevant messages related to marketing offers, alerts on network performance, or rapid response to Customer Care issues in a timely and proactive manner. The solution can identify a wide range of contexts, such as when a customer is reaching their capacity, experiencing dropped calls, when they've incurred overage charges, added a new service, just paid their online bill, a particular day or week, etc. For each context, the solution identifies the right communication e.g., an informational message, discount offer, overage alert, bundle incentive, loyalty benefit, etc.

Customer-centric Life Cycle Management

Globys Intelligent Occasions assumes a customer-centric approach toward customer life cycle management. The solution defines a wide range of contexts, including those that are billing-related, usage-related, driven by customer interactions, a customer's life cycle, behaviors, external events, time, location, etc. and applies them across an entire life cycle to drive relevant customer communication. This ability to leverage unique contexts to optimize the delivery of messages, offers, and content is unique when compared to traditional marketing methods that rely on segmentation schemas and calendar-based life cycle event triggers. By maximizing the relevance of communications to each customer over time, Globys Intelligent Occasions helps operators improve customer lifetime value, increasing overall customer revenues and loyalty while lowering cost to serve.

Automated Learning Determines Right Action to Take

Globys Intelligent Occasions gives operators the ability to leverage complex behavioral attributes and usage data to uncover more relevant life cycle-based contexts to positively impact each customer. Operators gain the ability to target specific moments in time that are likely to impact a customer's future profit potential. For example the solution may determine that when a business subscriber's usage has dropped three consecutive months, an educational email designed to stimulate usage is the best action to take. Or that when a high value business customer experiences a high number of dropped calls, an alert should be sent to the network engineers, and a trouble ticket should be sent to the field prioritizing the sites for repair. Or that for a customer who has a pattern of high usage in the early evening and experiences a high number of dropped calls during that time period, a proactive SMS awarding the customer credits for the dropped calls is the best approach to preempt the customer from calling Care.



GLOBYS— A SUPERIOR PARTNER

- Exclusive focus on the telecommunications industry with analytics products that have been in market for more than 15 years.
- Strong customer adoption—applications that meet customer needs, are easy-to-use, and are high quality.
- Ability to execute globally—currently serving providers in North America, Asia Pacific, Europe and the Middle East.
- Marquee customer base with strong references—rapid implementation, tangible value, strong ROI.
- Proven ability to aggregate and mine data from disparate carrier systems—and make it useful.

Globys Intelligent Occasions alerts operators to contexts that matter, providing every business unit, from Care and Engineering to Billing and Marketing the opportunity to positively impact the customer experience. Then through automated machine learning, the solution identifies the optimal action to take as well as the impact of not taking action, and eliminates many of the manual and complex processes that many operators face today.

Enhance Existing Tools and Data with Contextual Intelligence

Globys Intelligent Occasions integrates with and enhances existing campaign management systems and Business Intelligence tools to deliver true context-driven life cycle management. It unleashes the power of the data that operators already have to enable a customer-centric approach that leverages unique contextual insights. Operators gain the ability to deliver personalized and relevant communication throughout the life cycle allowing them to be smarter about how to manage customer relationships. With Globys Intelligent Occasions, they gain the ability to target the right communication to each customer in the right context e.g., when their usage has increased, they've reached their capacity, are approaching contract renewal, have just upgraded equipment, hired more remote employees, inquired about their bill, incurred overage charges, added a new service, a particular day or time, etc.

Benefits for Service Providers

- **Higher customer lifetime value:** The Globys Intelligent Occasions solution helps operators maximize customer lifetime value by monetizing contextual insights to positively impact ARPU, retention and cost to serve.
- **Increased relevance:** With Globys Intelligent Occasions operators can determine the best communication for each customer and the right context for delivery leading to enhanced relevancy and value of communications, offers and interactions.
- **Smarter, more effective marketing:** Globys Intelligent Occasions provides operators the ability to drive more effective customer life cycle campaigns that incorporate unique contexts beyond relative time e.g., third month as a subscriber, two months until contract renewal, etc.
- **Efficiency:** Through automation and machine learning our system determines what is the right message and context for each customer, eliminating the need for specialized technical intervention and enabling faster time to market.
- **Higher customer satisfaction:** By adopting a customer centric approach to delivering personalized and highly relevant communications and offers, Globys Intelligent Occasions helps operators build customer trust and increase satisfaction.



About Globys

Globys provides some of the world's leading telecommunications carriers with solutions that help them leverage their customer data assets to enhance the overall customer experience. A spin off from VeriSign Inc., one of the world's leading providers of infrastructure services, Globys offers a suite of products that have helped meet the needs of telecommunications carriers for more than 15 years, and now supports more than 25 customers globally. Each of Globys' applications are designed to leverage customers data into rich, more valuable intelligence, helping carriers to increase revenue, reduce churn and enhance profitability across the entire customer lifecycle.

Visit us at www.Globys.com for more information.

Globys Worldwide Headquarters

Nickerson Marina Building
1080 W Ewing Place
Seattle, WA 98119 USA

+1 800 914 7757
+1 206 352 3055