



Building customer loyalty: A strategy for growth

Amdocs Market Insight & Strategy

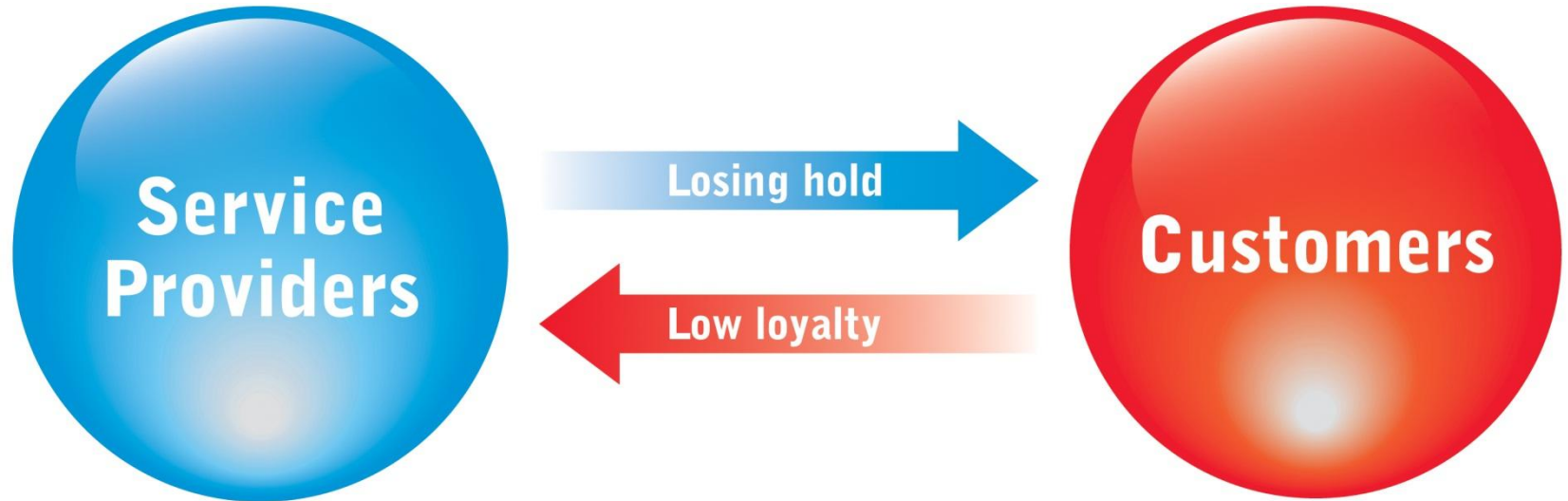
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Service Providers and their customers are experiencing different realities



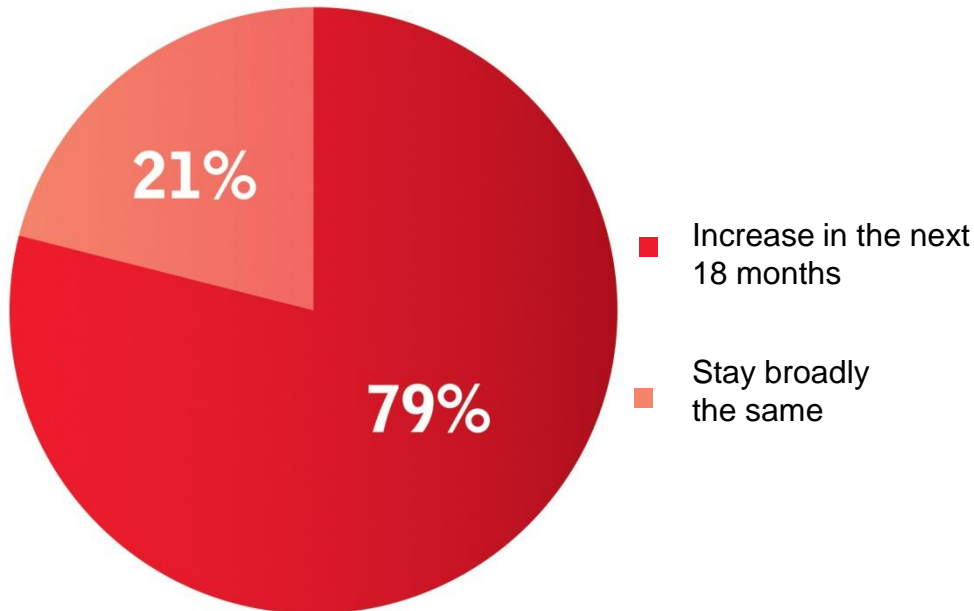
That leads to the loyalty gap



The Loyalty Gap

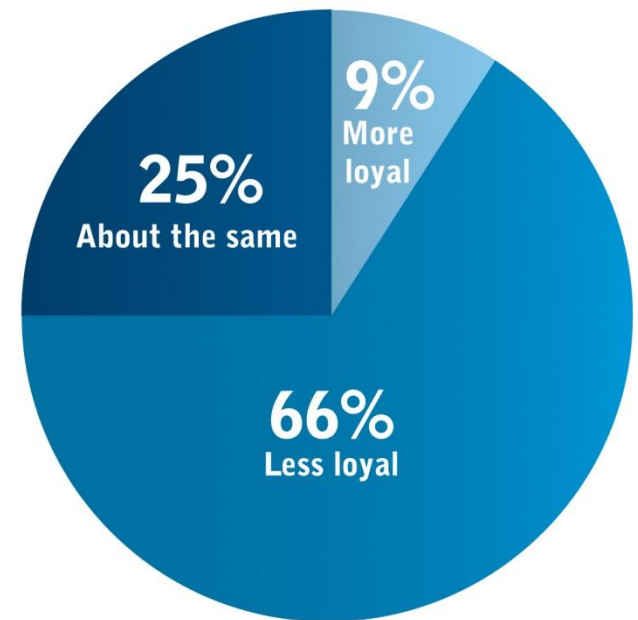
Level of competition

Do you expect the level of competitive Intensity in your market to?



Level of loyalty

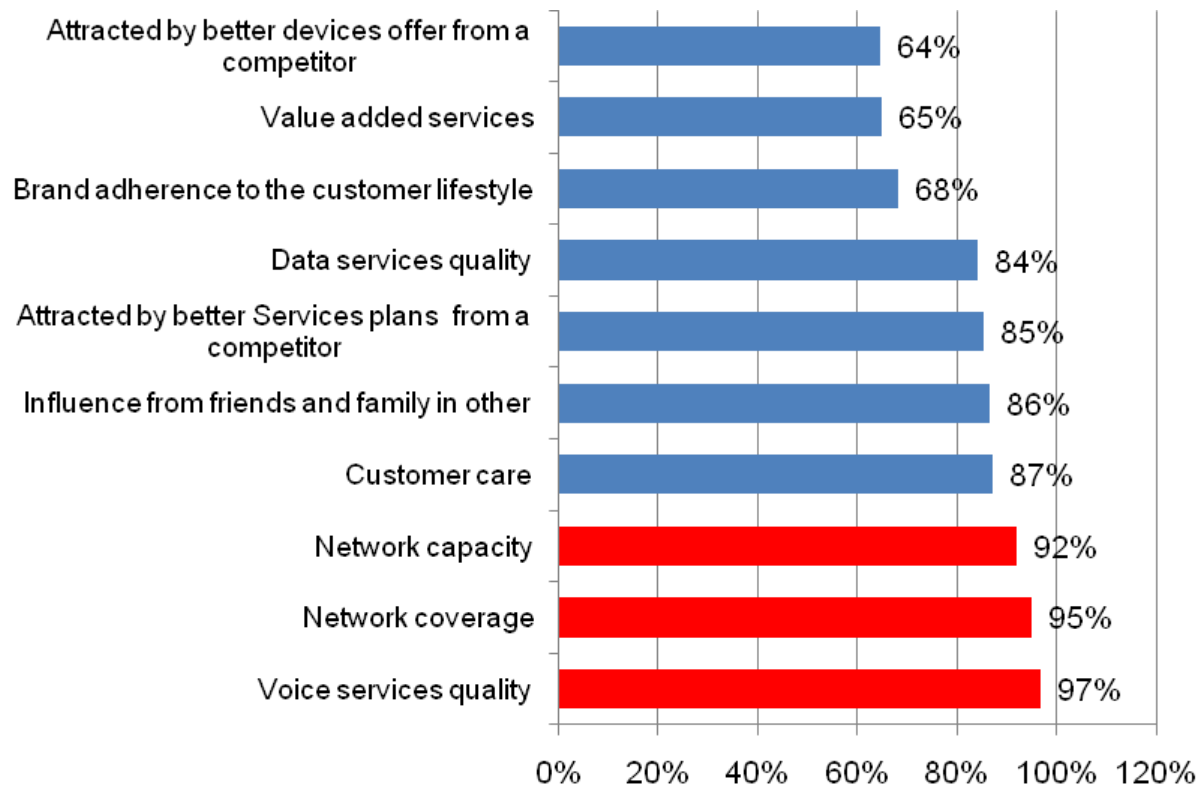
Compared with two years ago, do you believe that customers today (Global):



Source: Amdocs-Infoma Telecoms – Retention & Loyalty survey

Yet Service Provider focus is mainly on basic issues

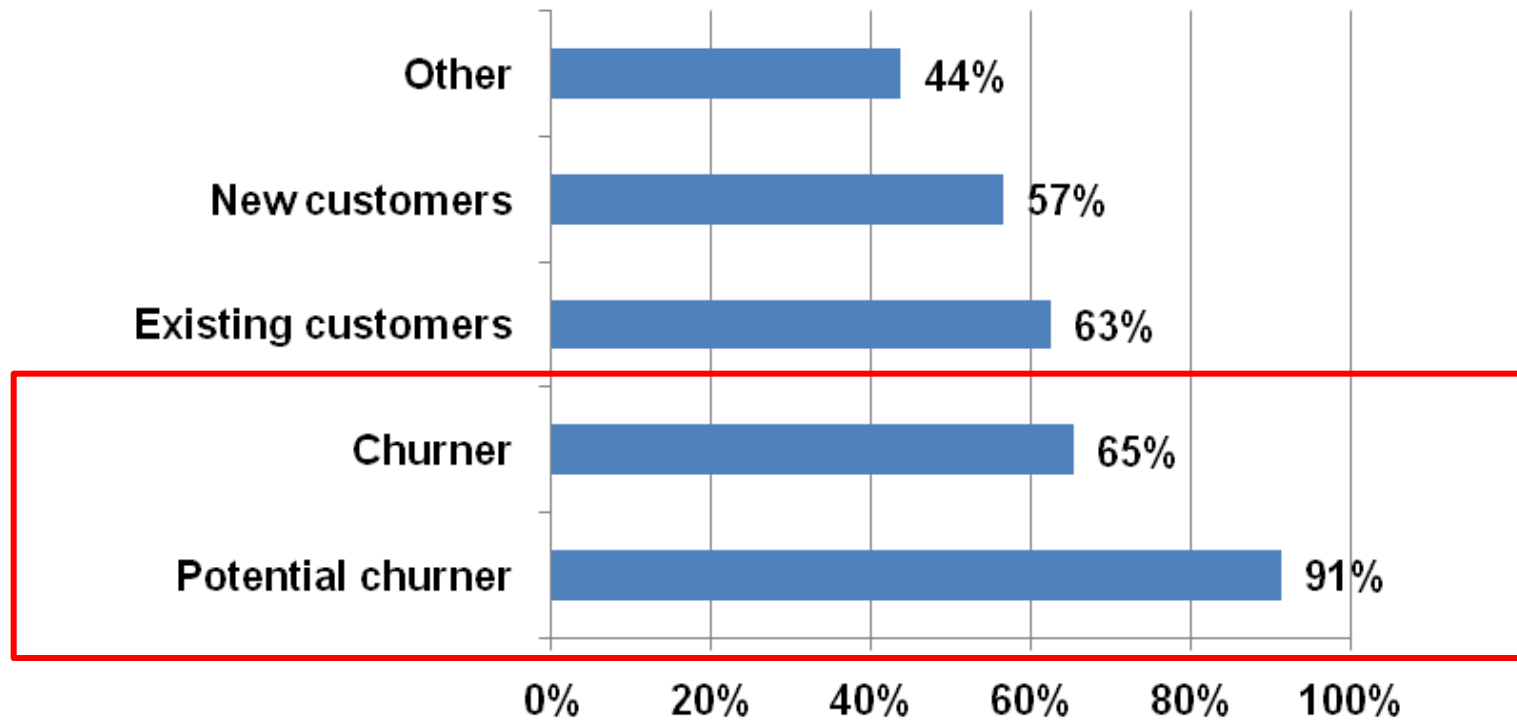
**Important drivers to churn
(important and very important)**



Source: Amdocs-Infoma Telecoms – Retention & Loyalty survey

Retention & Loyalty efforts rely on last-minute actions

Company's priority of the following customer segments in your retention strategy (Top 2 boxes)



Source: Amdocs-Infoma Telecoms – Retention & Loyalty survey

Most Loyalty plans fail to meet customer expectations

SPs priority/definition to the customer loyalty drivers:

Postpaid

- > Handset upgrade
- > Discount tariffs / bundles
- > Customer care & support

Prepaid

- > Airtime / SMS credits
- > Customer care
- > Handset upgrade

Multiplayers

- > Broadband download speed
- > Best TV
- > Latest technology



Customer 'Wish list' for improving customer experience

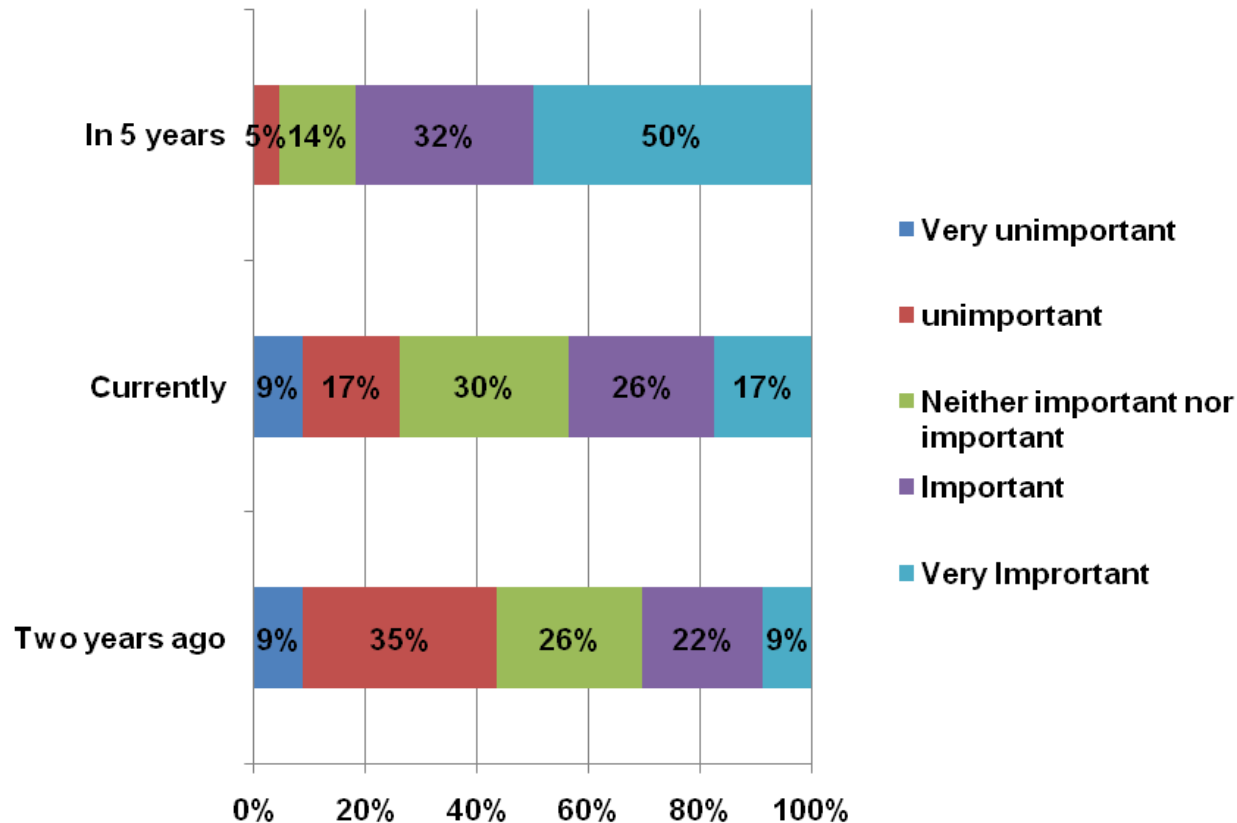
1. Shorter response time in call centres
2. Increase device selection
3. Show better knowledge of the customer and his details
4. More pro-activity-offering & customer service
5. Tailored deals
6. Rewarding existing customers with the best rates and devices
7. Ability to change plans without getting new contract
8. Ability to use services and applications from any device anywhere

(Amdocs global communities survey and Yankee Group)

Source: Amdocs-Infoma Telecoms – Retention & Loyalty survey

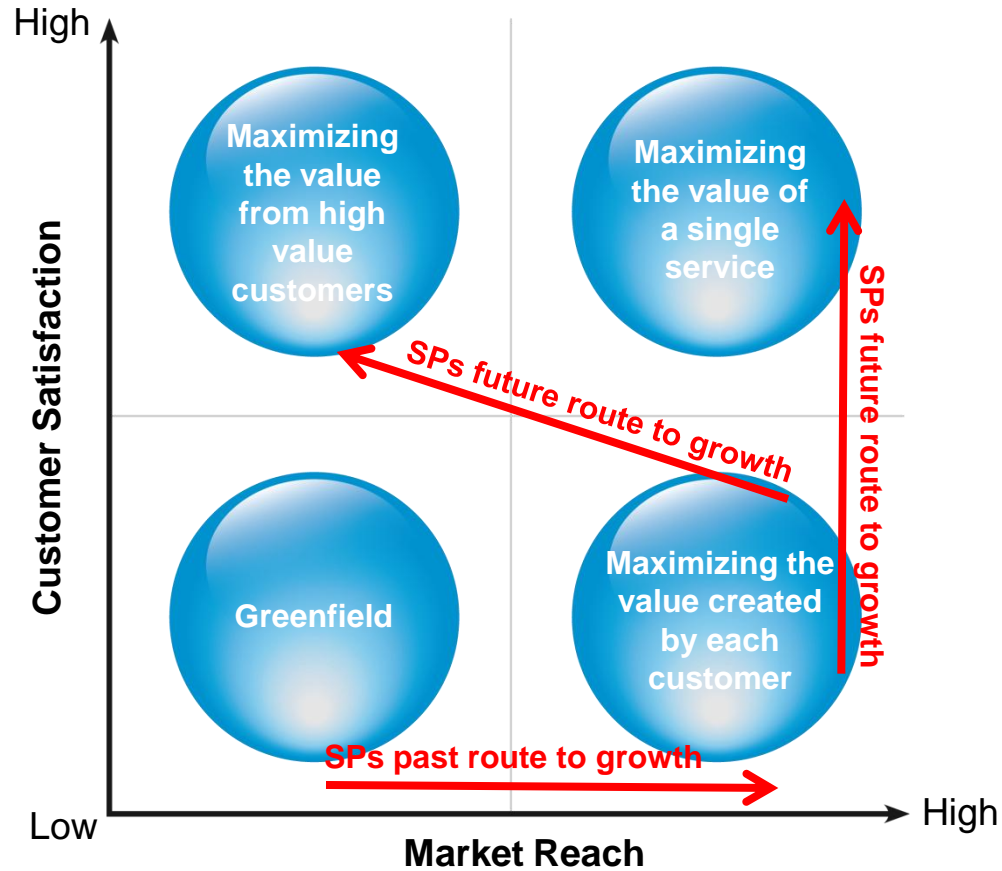
Customer loyalty prioritization shift

What level of priority do customer loyalty programs have in your company's overall strategy
 (a) two years ago, (b) currently, and c) do you expect in five years?



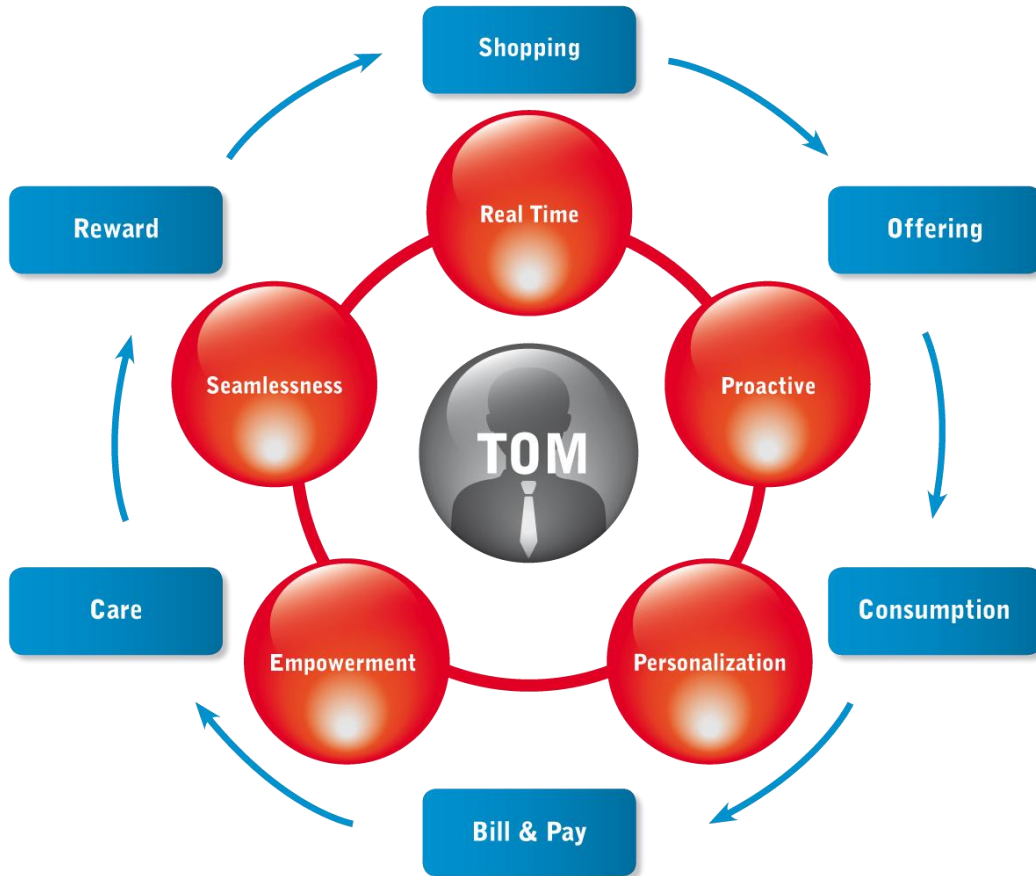
Source: Amdocs-Infoma Telecoms – Retention & Loyalty survey

Loyalty = Growth



Loyalty demands an integrated approach to customer experience

Meeting customer expectation at every interaction



“Customers do not just buy a product or service from the company but the total experience around purchase, use and service”

(O2 , Informa)

Six steps for an integrated approach

1. Need to move from retention to customer loyalty
2. Total commitment and collaboration of all service provider departments
3. Talk to your customers – all the time!
4. Service and knowledge consistency
5. Change relationship with your customers from reactive to proactive...and even preventative
6. Embrace Social media as a relationship builder



Summary





**DO MORE
IN THE
CONNECTED
WORLD**

**EXPAND QUICKER
DRIVE EXPERIENCE
RUN LEANER**

Thank you