Case Study

webex
by CISCO

O2 campaign management

Driving customer acquisition and loyalty
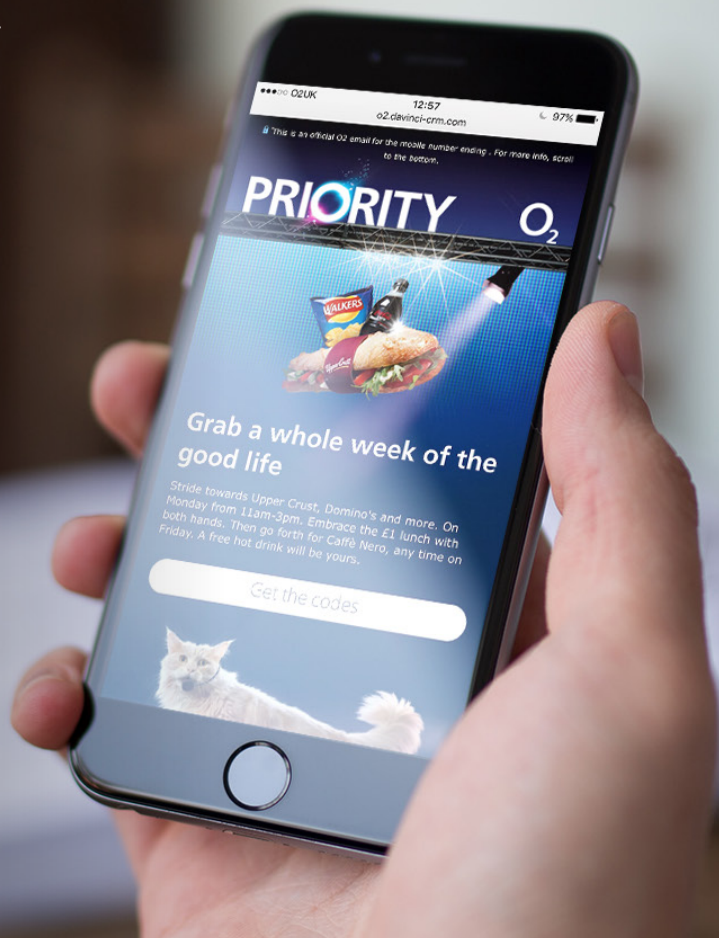
Customer Summary

Customer name
O2

Industry
Telecommunications

Category
UK

The challenge

O2, a commercial brand of Telefónica UK Limited, is a leading digital communications company, with more than 24 million customers in the UK.

The company has the highest customer satisfaction in the UK of any mobile provider, according to Ofcom. Good, relevant communication with customers is an essential part of that.

Webex has been working with O2 for a number of years. By creating and managing the delivery of campaigns across SMS, MMS, and email, Webex Communication Platform as a Service (CPaaS) solutions enable O2 to deliver personalized communication to their customers, helping the company provide better services, enhance customer satisfaction, and increase revenue.

"You've got to be able to trust that your communication to customers will be delivered. We have a lot of trust that Webex CPaaS Solutions will deliver."

Marketing Executive at Telefónica UK Ltd (O2).

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The solution

Communication challenges

Delivering multi-channel campaigns across your entire customer base is a huge challenge as campaigns have the requirements of a conventional campaign: timing, creativity, and impact but with an added complexity of sequencing the messages across different channels and integrating data to recognize customer interactions and responses across different channels. It's like three-dimensional chess: it's easy to make a mistake and hard to win.

When O2 first began considering multi-channel campaigns, they encountered a variety of challenges. For instance, they needed to determine which channels would be most effective for engaging with their customers, how to optimize campaigns in real-time to enhance both performance and customer experience, and how to maintain speed and flexibility to adjust to new trends and technologies.

In search of a solution to their customer engagement needs, O2 turned to Webex CPaaS solutions, which proved to be an ideal supplier. With their advanced technology, dedicated team, responsive services, and expertise in multi-channel campaigns, Webex was able to provide the client with the tools and support necessary to tackle their challenges head-on.

"Webex impressed us with their people. They have enthusiasm and pride in what they do. They impressed us initially and continue to impress."

Marketing Executive at Telefónica UK Ltd (O2).

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Results delivered

In a crowded and competitive market, Webex CPaaS solutions deliver multi-channel campaigns as part of a managed service that helps O2:

- Maintain its position as a market leader in the UK telecommunications market

- Deliver highly targeted and innovative marketing and customer communication campaigns

- Improve NPS (Net Promoter Score), a key indicator for customer service and satisfaction

- Acquire and nurture long-term relationships with customers

- Reduce churn to a record low of one percent

These results have been recognized by independent judges. Webex has helped O2 win leading industry awards for its marketing, relationship building, and customer service.

600M

Customer interactions across 700 multichannel campaigns a year

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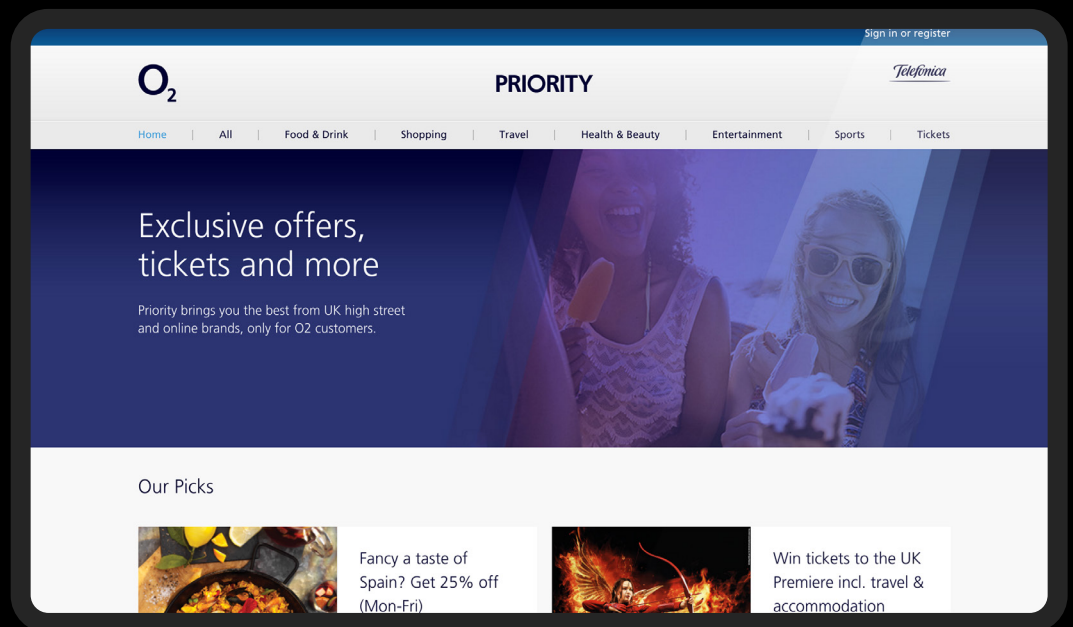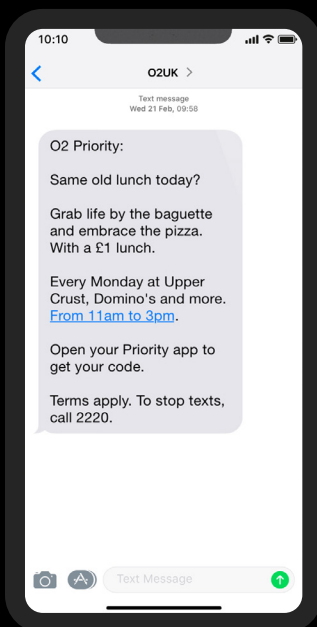
Communications delivered

Communicating with 24 million customers is a big job. Webex delivers more than 600 million customer interactions across 700 multichannel campaigns a year. Webex's powerful CPaaS solutions allow O2 to target their customers, deliver progressive campaigns through multiple messages and touchpoints, reply to customers based on their individual responses, and more. As a result, O2 is able to provide a more conversational, contextual, and relevant experience for their customers.

An example of Webex's innovative approach to personalization is the implementation of geo-fencing capabilities. By using this feature, Webex helped O2 create personalized and targeted marketing campaigns that drove selected customers into physical stores. This not only increased foot traffic but also demonstrated the effectiveness of Webex's CPaaS technology in delivering tailored solutions for their customers.

"Over the years O2 and Webex CPaaS Solutions have developed a fruitful partnership. They're part of the team. Our targets are their targets. O2's goals are to enhance its market position and retain its reputation for customer satisfaction. Webex is an essential part of the team that makes that happen."

Marketing Executive at Telefónica UK Ltd (O2).

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