

# **Paper 1139-2017**

## **Enabling Advanced Customer Value Management with SAS**

Noorulain Malik , Saudi Telecom Company Saudi Arabia

### **ABSTRACT**

This paper will help the Telecom operator marketers, campaign designers who are responsible for identifying the best customer to target in a campaign, determine which media channel, offer, or campaign program to the customers resulting to increase revenue and profit margins. This paper will provide details how STC achieved advance customer value management using SAS® Marketing Automation SAS® Decision Manager and SAS® Enterprise Miner .

### **INTRODUCTION**

SAS® has supported Saudi Telecom Company in their efforts to improve key areas in customer engagement with emphasize on Customer Advance Analytics, Campaign Management. From a previous silo approach for campaigns, the development has been focused on increasing how:

- Analytics is built into campaign management.
- Real time model execution across channels
- Campaign orchestration can be used to increase sales and customer satisfaction.
- Business rules and framework is assisting the orchestration.

This is done in an Omni-Channel approach, providing the channels with sufficient context to react in real time to campaign eligibility and relevant context (Next best offer).

Consultancy and technical teams from SAS® have been a vital part of the projects discussed in this paper, and have also been in charge of the core architecture of the solutions. The challenge in any large company is to lose track of the overall goal, and to get bogged down in the entire technology legacy, and all the problems a change like this can pose. The collaborative effort of Saudi Telecom, SAS® and other third parties has been essential in overcoming these challenges thus being able to succeed in creating value for the customers and the company.

The paper and presentation will focus on key factors that made STC journey a success which can be transcended into similar projects.

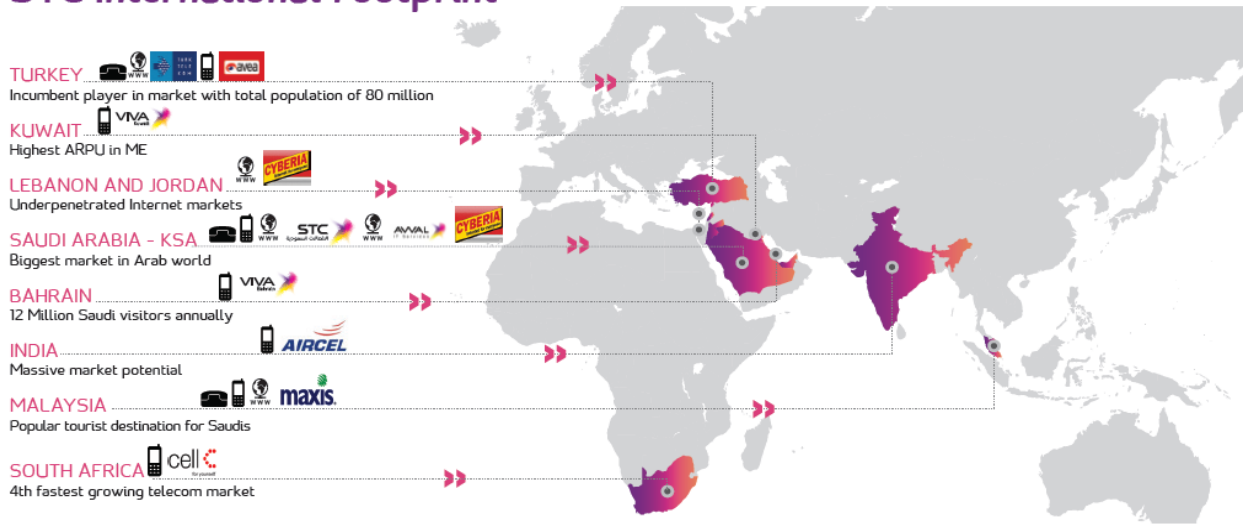
### **STC- SAUDI TELECOM COMPANY**

Saudi Telecom Co. (STC) is a Saudi-based telecommunications company that offers landline, mobile and Internet services.

|                       |   |
|-----------------------|---|
| Founded               | 1998; 19 years ago  |
| Headquarters          | Riyadh, Saudi Arabia                                      |
| Products              | Fixed line and mobile, Internet services, IPTV            |
| Revenue               | \$13.6 billion (2016)                                     |
| Operating income:     | \$3.09 billion  |
| Net income:           | \$2.27 billion (2016]                                     |
| Number of employees : | 17000   |
| Website :             | <a href="http://www.stc.com.sa">http://www.stc.com.sa</a> |

STC is the largest telecommunication services provider in the Middle East & North Africa. It is the leading operator within the Kingdom of Saudi Arabia, and its international presence extends to 9 countries.

## STC International Footprint



## STC VISION IS CUSTOMER FIRST

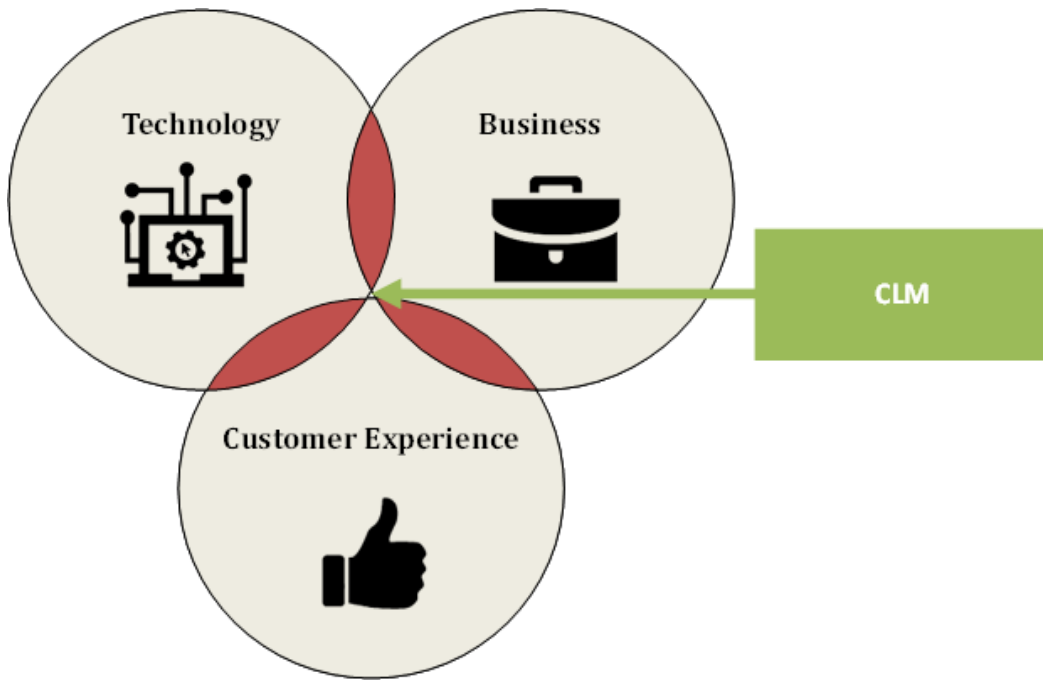
“To be recognized as the ICT leader, providing comprehensive innovative services and solutions, earning customer trust and enriching society”

## ORGANIZATION – GOING IN THE SAME DIRECTION

One of the challenges in any large organization is to ensure that divisions or projects don't end up competing or working against each other unintentionally. In STC this was solved by placing the funding, execution and governance of all initiatives and projects delivering on the strategic pillar “CLM/CVM” .

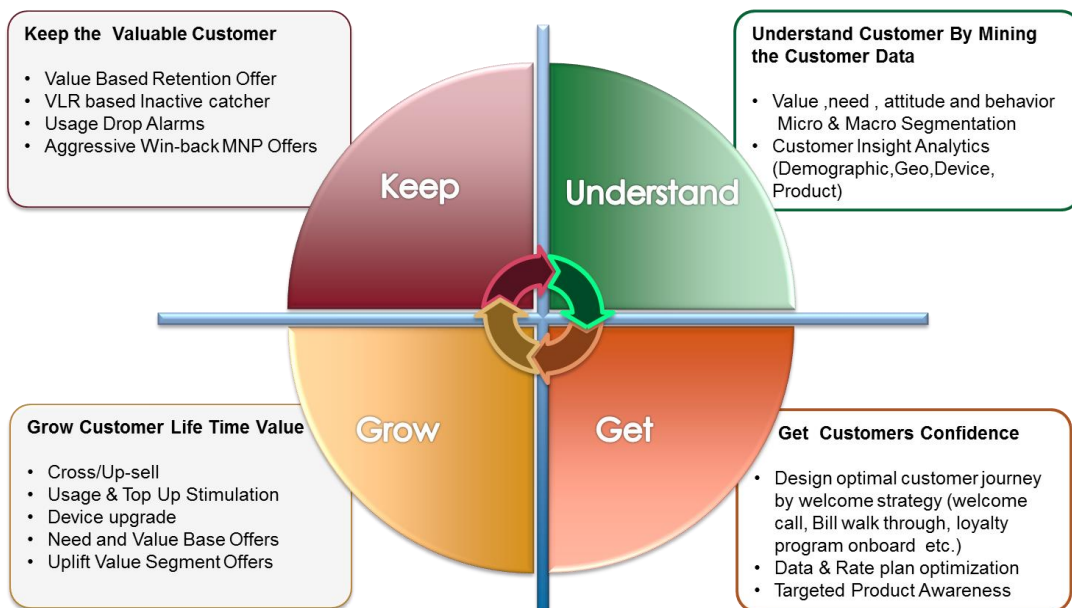
This resulted in a very efficient prioritization across the portfolio of initiatives, unifying goals and architecture and a way to measure success across multiple projects. One of the most beneficial parts of this structure was the speed of decisions as the journey from business need to board approval was reduced to weeks instead of months and years. Equally a focused and condensed tracking of all projects back to CCO /CTO gave them the overview and insight to direct the portfolio and projects when needed.

## CLM/CVM At the intersection of business, technology and CX



## STC CUSTOMER VALUE MANAGEMENT STRATEGY – MISSION STATEMENT

Our designed customer journey enable us to cross-sell relevant products , maximize acquisition & conversion opportunities. Overtime we will generate incremental revenue by deep customer understanding & mining the data to retain profitable customers and maximize customer life time value






SAS® ENABLER FOR STC CVM STRATEGY & ORGANIZATION ALIGNMENT

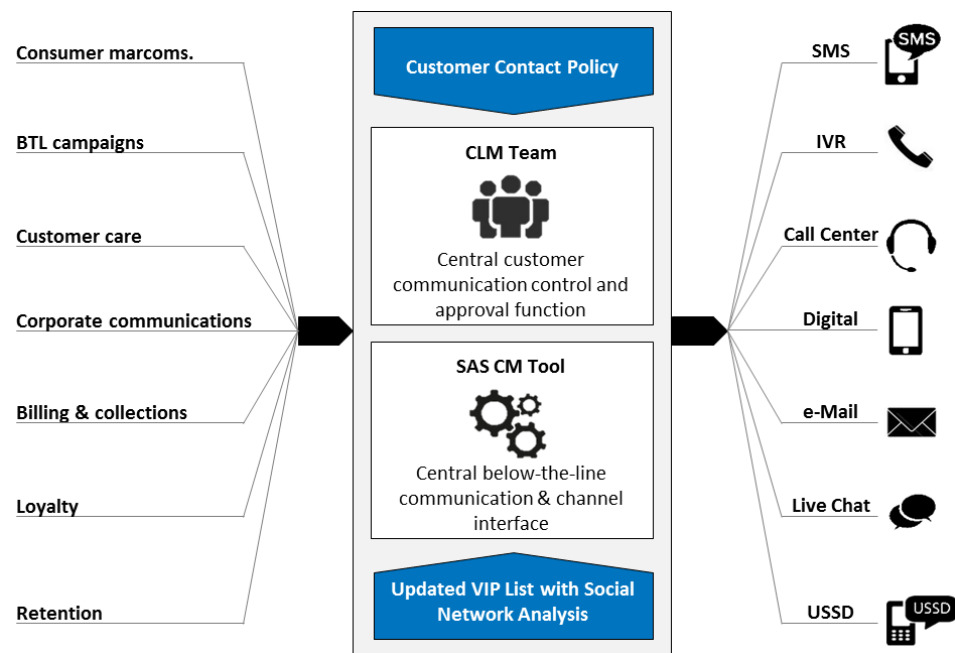
SAS® Enabled STC closed loop campaign management strategy through satisfying their needs and gaining their loyalty by using BTL tactical marketing techniques enabled with advance analytics



SAS® playing a key role in enabling STC CLM evolution

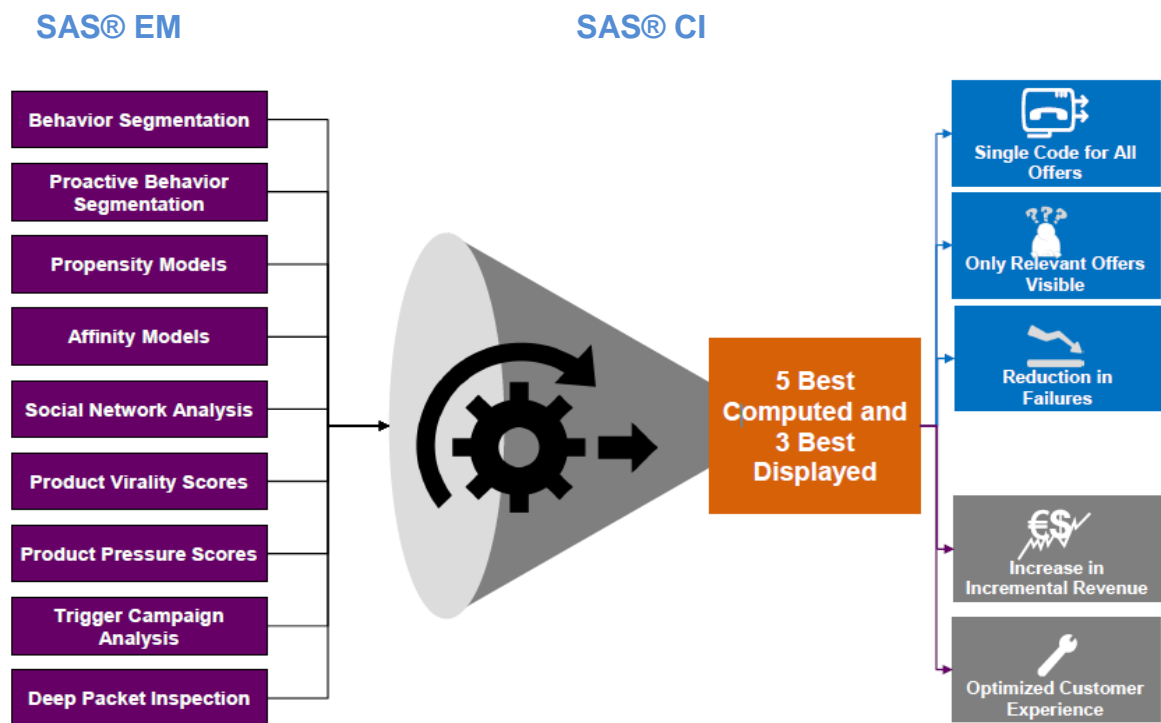
| Advanced Analytical Modelling   | Campaign Management   | Measurement and Reporting   |
|---|---|---|
|            |                                  |  |
| <ul style="list-style-type: none"><li>▪ Enterprise Miner</li><li>▪ Enterprise Guide</li></ul> | <ul style="list-style-type: none"><li>▪ Customer Intelligence Studio</li><li>▪ Real-time Decision Manager</li></ul> | <ul style="list-style-type: none"><li>▪ Visual Analytics</li></ul>                    |

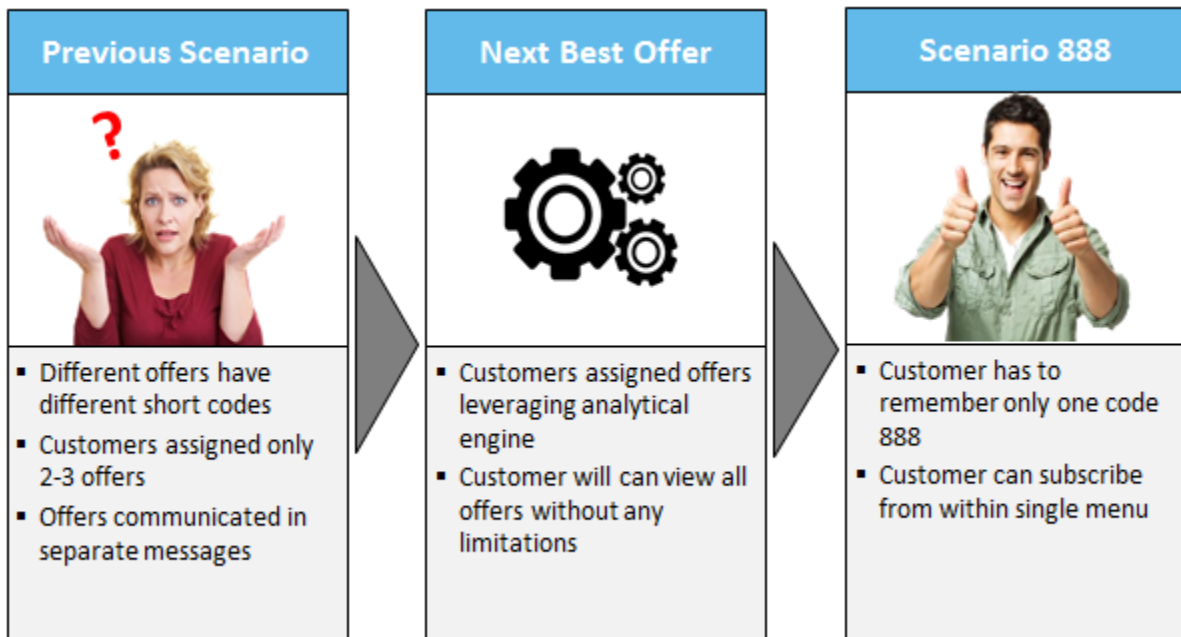
SAS® CI Studio – STC One stop shop with seamless channel management.




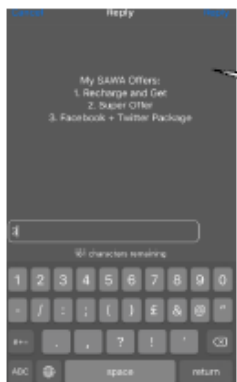




NBO-STC prepaid My SAWA platform driven by SAS® CMS engine to provide Next Best Offer

STC utilized the power of SAS® Analytics build multiple complex models build micro and nano segmentation to understand the customer to provide right offer to right customer at right time .





## NBO-STC prepaid My SAWA SIMUTAIION OF CUSTOMER END VIEW

| Customer  | Profile  | Offers  |
|---|--|---|
| <b>Jane, 19, American</b><br>  | <ul style="list-style-type: none"> <li>▪ Young customer with large friends circle</li> <li>▪ Looking for mobile data solutions to browse on the go</li> <li>▪ Heavy user of social media to connect with friends</li> </ul>      |   <div> 1) Recharge and Get<br/> 2) Super Offer<br/> 3) Facebook + Twitter Package </div> |
| <b>Saif, 36, Pakistani</b><br> | <ul style="list-style-type: none"> <li>▪ Pakistani national with small friends circle in Saudi Arabia</li> <li>▪ Family and friends in Pakistan</li> <li>▪ Seeking attractive offers to call home at reasonable rates</li> </ul> |   <div> 1) Recharge and Get<br/> 2) Pakistan Offer<br/> 3) SMS Offer </div>               |

RESULTS – MEASUREMENTS OF SUCCESS

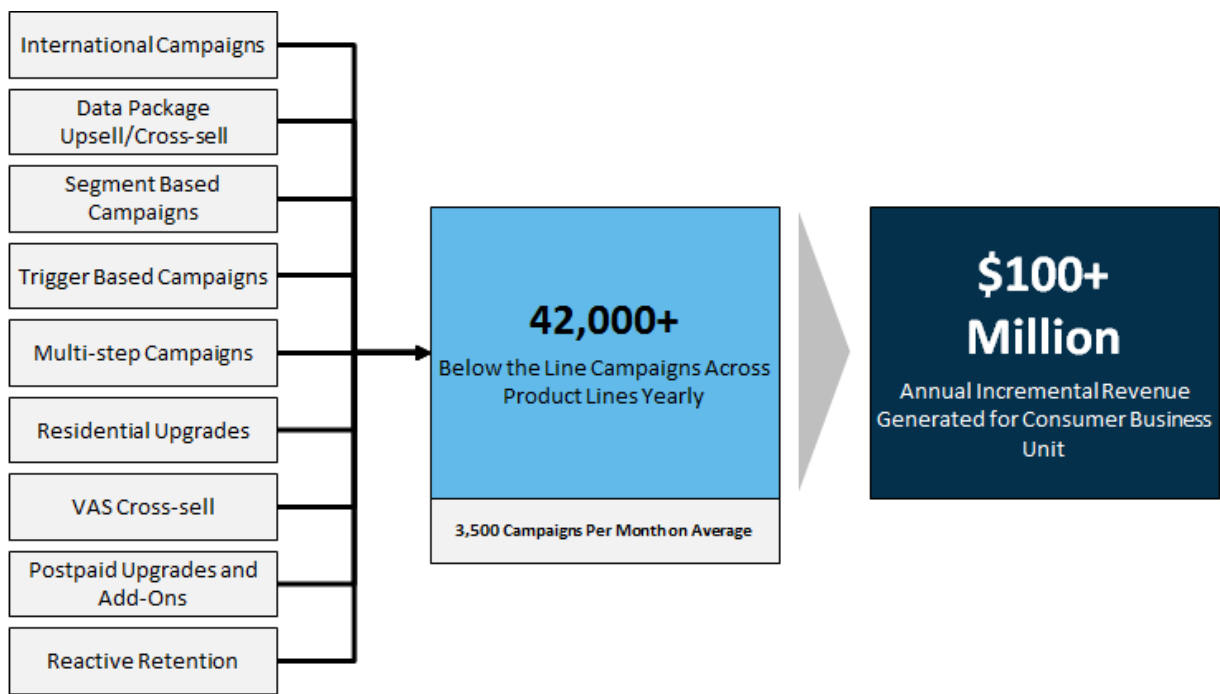
All projects initiated in STC go through a thorough test of value and risk. The projects referred to in this paper projected high values in terms of profitability. Yet, it was not without risk – it was hard to assess if the customer would respond to the projected improvements.

However, CVM projects turned out to be even better successes – and more profitable

CVM projects had an exceptional profitability compared to other projects both in the “STC VISION IS CUSTOMER FIRST”.

This has paved the way for further enhancements, and work to continue the journey of creating a lasting competitive advantage in customer experience and service.

STC CVM achieved Over \$100M Revenue annually.



CONTACT INFORMATION

Your comments and questions are valued and encouraged. Contact the author at:  
Noorulain  
STC  
nmalik@stc.com.sa  
www.stc.com.sa

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