

# HOW JAPAN'S LARGEST TELECOM COMPANY TOOK USER EXPERIENCE UP A NOTCH

*"LiftIgniter has a completely different approach to the market, and their pedigree is unmatched."*

Toshiharu Kurisu,  
Principal at NTT  
DOCOMO Ventures, Inc.



DOCOMO is the number one telecom provider in Japan. The company also provides a variety of lifestyle services to people that enables their users to make the most of their digital lives. The company provides services for shopping, through D-Fashion, D-Menu, and a variety of DOCOMO's other services. DOCOMO has plans to expand LiftIgniter across their broad range of services.

DOCOMO is an abbreviation from 'do communications over the mobile network' and also refers to dokomo, the Japanese word meaning 'everywhere'. DOCOMO is one of the most trusted brands in all of Japan for a reason –their products and the unparalleled customer experiences they create.

DOCOMO was interested in LiftIgniter's technology for several reasons: LiftIgniter's team background in machine learning and past performance was quite impressive. During due diligence DOCOMO put LiftIgniter's personalization technology head to head with other personalization providers and LiftIgniter performed far better than any others. Additionally, the amount of work that other players required from DOCOMO to get started with personalization was extremely high. Finally, LiftIgniter's technology is language agnostic and works beautifully with any language.



# TAKING USER EXPERIENCE UP A NOTCH

'We were really looking for technology that would add value and that we could use on various DOCOMO properties. We didn't really understand personalization at the time, but through LiftIgniter, we realized that we could significantly improve our user experience, if we start personalizing using real-time machine learning.'

Before LiftIgniter, DOCOMO didn't use any personalization technology. Recommendations were in use for a few of their sites, but none of them were intelligent or automated. They were using older technologies, like tagging, which didn't scale or perform well. **DOCOMO recognized that machine learning and augmented intelligence could provide the answer to making more effective real time personalization recommendations and improve the customer experience across their various channels.**

DOCOMO believes in making decisions based on data and in providing the best possible Customer Experience. This is an integral part of how they do business.

"Every single time we ran a test, LiftIgniter blew us away. They beat what we were doing internally. We've learned that personalization is a critical component of every digital property we have, and we keep finding new ways to use it."

The results improved all key Customer Experience metrics with double digit percentage improvements in CTR. The success of this first test site led to deployments across a wide variety of other DOCOMO sites – D-Services, D-Menu, D Shopping, D-Travel, D-Gourmet – and also on mobile apps.

# Simple and Effective

The beauty of LiftIgniter is that it is so flexible as a system. Rules can be updated and changed depending on clients' business objectives. Even better, marketers can implement A/B tests on their own and combine the power of machine learning with their own insights for on the fly optimization that delivers results in minutes over days.

DOCOMO tracks metrics related to engagement, CTR, and conversion, such as how many people are clicking on articles or videos and whether they are shopping and buying more. The resulting improvements were always significant. One of DOCOMO's properties realized a triple digit increase in clickthrough-rate and double digit increase in conversions.

Third party tools, in general, require a lot of maintenance by the internal team, which makes the cost of ownership very high – not just for paying for the service, but also to maintain it and train people on the team to use it.

With LiftIgniter, the amount of work needed by the client is very low. That is because LiftIgniter's Personalization Platform is powered by the most advanced and powerful machine learning system available today, algorithms scan billions of rows of data, constantly updating on their own and within milliseconds. The beauty of LiftIgniter is that it is so flexible as a system. Rules can be updated and changed depending on clients' business objectives. Even better, marketers can implement A/B tests on their own and combine the power of machine learning with their own intuition for on-the-fly optimization. LiftIgniter calls this approach Augmented Intelligence because it pairs the human insight with the machines for a testing approach that returns results in minutes vs. days.

Machine learning is not just about media or about e-commerce, it's really about the user experience. If you provide users with what they want, with a minimal amount of effort, those users will love your product, services and thus consume more. DOCOMO truly believes that when they're serving their customers in the way that they expect, they will love DOCOMO even more. The journey has just started. With LiftIgniter's personalization technology, DOCOMO continues to find new ways to create better user experiences for their customers. If you, like DOCOMO, believe in creating superior experiences for your users and giving them what they want, when they want it, then LiftIgniter is the right solution for you!