PUTTING CUSTOMER INTELLIGENCE AT THE HEART OF DECISION-MAKING

"Our partnership with Intent HQ has helped us know our customers on a completely different level, as people. This is transformational, allowing us to create the relationship of equals we strive to have with customers and strengthening our market position. **For us, data is at the heart of every decision we make**."

Nina Bibby, *CMO*

THE OPPORTUNITY

STAND OUT FROM THE CROWD

O2 recognised the need to "think different" about sustainable, customer-centric growth. Particularly in the face of an intensely competitive, rapidly-commoditising market where product differentiation is difficult.

AMPLIFY EXISTING STRENGTHS

O2 leads the market in customer experience and affection for the brand. With competitors rapidly creeping forward, and a commitment to customer centricity at the heart of the business, O2 needed to leverage these strengths to move ahead.

BUILD VALUE

The challenge set by O2 to Intent HQ was to unearth the knowledge and value in this data, transforming it into intelligence that drives tangible and significant business performance. To go beyond relevant, to helpful and necessary. Beyond personalisation, to human-like connections with customers.

THE
SOLUTION

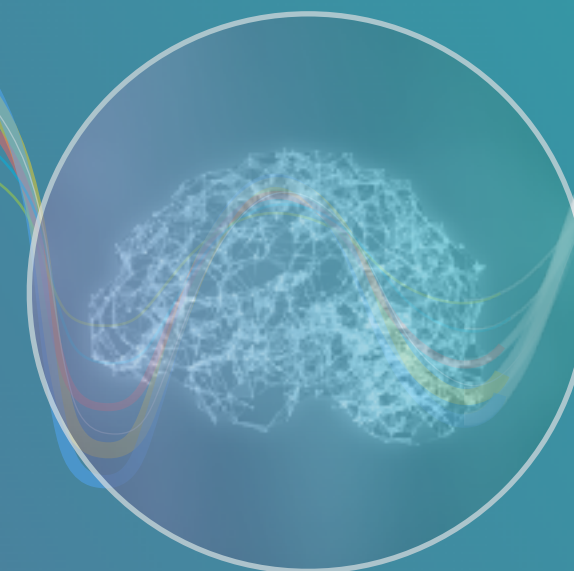**O2 CUSTOMER DATA**

(BILLIONS OF EVENTS, ORGANISED)

BILLING DATA
WEB VISITS
LOCATION
APPS
CALLS
PURCHASES

ENRICHMENT

HUMAN **INTERESTS**, **BEHAVIOURS** & **HABITS**

THE BRAIN

USES

DRIVING **REVENUES** & **EXPERIENCE**

| DATA DRIVEN VIEW OF CUSTOMERS | **BETTER DECISIONS BUSINESS WIDE** |

| CUSTOMER CARE RETAIL / CALL CENTRES / WEB | **IMPROVED CARE & RETENTION** |

| PERSONALISATION RESIGNING / CROSS-SELL / UP-SELL | **INCREASED ARPU** |

| AUDIENCE NETWORK MONETISING O2 DATA IN ADS | **NEW PROFIT** |

O2

INTƎNT HQ

"Intent HQ's Intelligence Factory is the engine behind our highly **successful customer personalisation** programme. It's helping us change the game - making better decisions across every customer touchpoint."

Jonathan Woolf , *Head of Programmes*

1. COLLECT & ORGANISE

Every existing customer data stream (without need for a data warehouse or lake) generating a complete history of each person's relationship with O2.

2. HUMANISE THE DATA

Advanced algorithms assess the meaning of connections between the data, enriching it with a proprietary dataset that turns behavioural 'signals' into a new understanding of a person's interests and motivations.

3. LEVERAGE THIS NEW INTELLIGENCE

To make better decisions for customers — from retention strategies to loyalty; call centre interactions to helpful, engaging communications. Improve company performance as a result, positively impacting key financial metrics.

THE IMPACT

10x ROI

RETENTION	LOYALTY	X-SELL		NETWORK	BROADBAND
+1.1%	**+10%**	**10x**		**+9**	*from* **4th** *to* **2nd**
CONVERSION UPLIFT	POINTS INCREASE	CONVERSION UPLIFT		CSI POINTS UPLIFT	MARKET

BUSINESS
PERFORMANCE

CUSTOMER
EXPERIENCE

MARKET
POSITION

"Unlocking such a **sophisticated level of intelligence** has moved a number of our core marketing programmes forward and made them **more efficient and effective**. Our customers also have a real affinity for the O2 Brand, so the new insight has been hard at work helping us to **engage and delight our customers** in **new and different ways.**"

Gareth Hussey, *Head of Personalisation and Performance Marketing*

BUSINESS PROCESSES

Initial 8-week proof of value, from first sight of O2's customer data through to delivery of actionable intelligence.

- Ongoing **improve-and-release programme** for new intelligence.
- Implementation framework **prioritising strategies with the greatest business impact**.
- Phased roll-out of intelligence to every customer touchpoint across the business.

"The customer intelligence we have gained from Intent HQ's platform is remarkable. The depth and speed of analytics has helped us to **improve our business models**, and is the foundation for driving a true data driven customer experience."

Sandra Fazackerley, *Director of Customer Data, Insight & Experience*

O2   INTENT HQ