

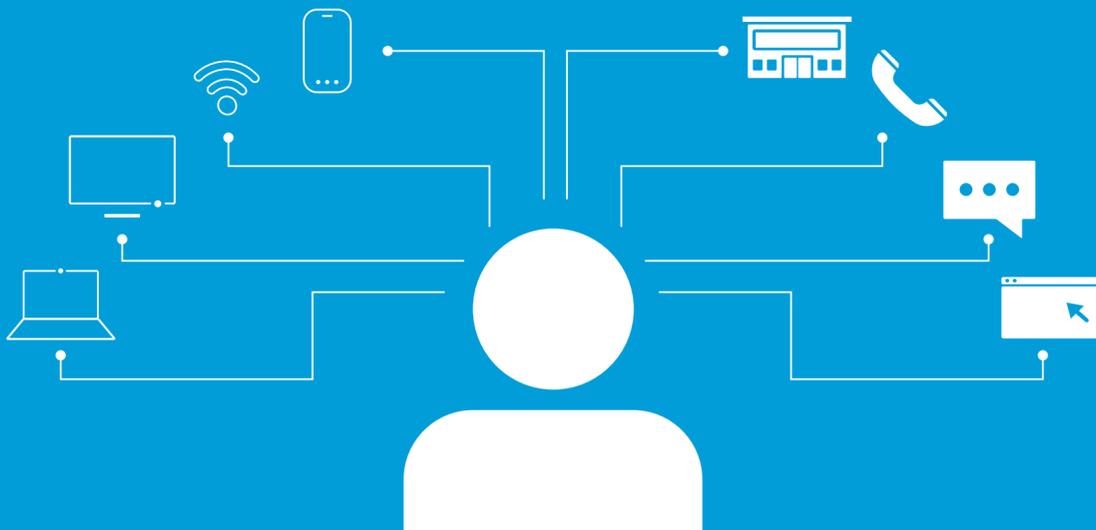
WHY TAP ON TELCOS?

BECAUSE THE OPPORTUNITY IS ALREADY THERE...

TELCOS SHOULD ASK THEMSELVES TWO CRITICAL QUESTIONS ABOUT THEIR CUSTOMERS

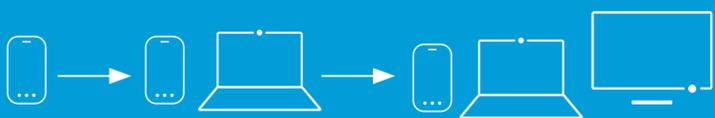
EXISTING USAGE
HOW MANY SERVICES DO THEY
CURRENTLY SUBSCRIBE TO?

ENGAGEMENT LEVEL
DO THEY INTERACT REGULARLY WITH
YOUR WEBSITE, SOCIAL MEDIA FORUMS,
CALL CENTRES OR RETAIL STORES?



5 WAYS TO ACTIVATE YOUR SUPER CONSUMERS

1 HOW MUCH MORE ARE THEY WILLING TO STRETCH?



Any telco super consumer is an integral part of your business today, but what does he or she have for your business tomorrow?

2 THE RIGHT OFFER FOR THE RIGHT CONSUMER



Understanding the way super consumers use your products and services is fundamental to determining their latent needs and their likely frustrations – and therefore the kinds of new offerings they haven't thought of, but will jump on if they are made available. In an industry in which annual churn continues to be a primary concern, building the consumer's product portfolio creates a stickier relationship.

3 MAKE SURE THEY'RE HAPPY



Predictive analysis can flag unhappy customers before they make the decision to leave. Proactively reaching out to resolve a conflict, providing an improved service offering or a tailored pricing deal can help ensure that super consumers stay and continue to grow with you – not your competitors. The simple act of reaching out does a lot of the work – although it's a bad sign of the state of the industry.

4 TAKE CAREFUL AND CONTINUOUS ACCOUNT OF WHERE YOUR PROFITABLE CONSUMERS ARE



Telco operators know where their higher value customers cluster. They can ensure that their network coverage and their rollout of new technology is aligned to areas where more of their Super Consumers are located. Knowing where they shop and how they shop (i.e. their preferred methods of interaction) also allows telco operators to prioritise their sales and distribution network to ensure a seamless customer experience with your brand.

5 KNOW HOW THEY WANT TO BE EDUCATED AND COMMUNICATED TO



Focussing your efforts on super consumers, about whom you naturally know the most, makes media planning and spend significantly more cost-efficient than targeting a broader base or a group you know less well – so advertising to super consumers is likely to be cheaper as well as generate more revenue. You can know what matters to your super consumer, what platforms they use to source knowledge, and what stage they are at in the buying cycle – all of which allows you to send the right message to the right customer through the right channel at the right time.

“SUPER CONSUMERS OF ONE CATEGORY TEND TO BE SUPER CONSUMERS OF 9 OTHER CATEGORIES”

For more information on Nielsen's report on

WHO ARE THE SUPER HEROES OF YOUR BRAND?
DISCOVER HOW TELCOS CAN MAXIMISE BIG DATA ASSETS

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