

Enhance Personalized Customer Experience in TELCO

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TELECOM Industry

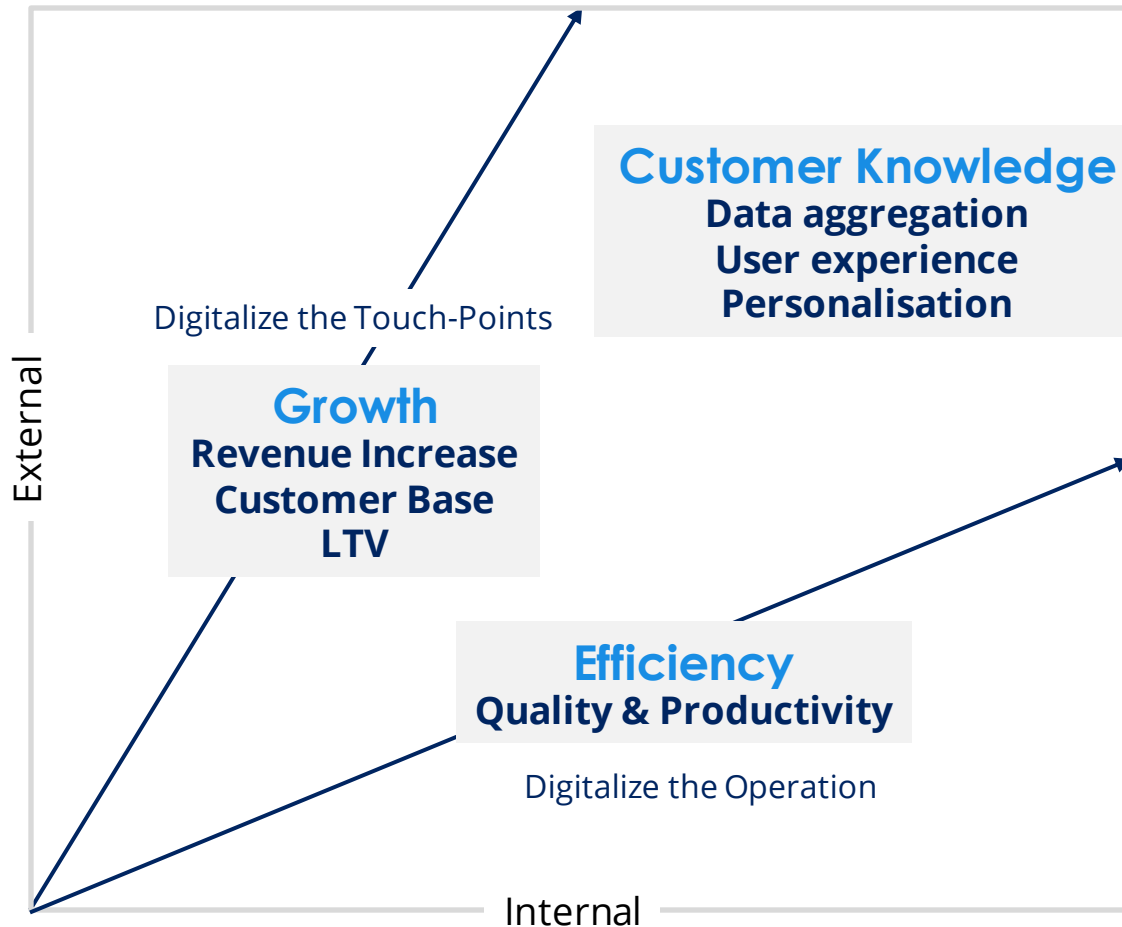
- IOT will be a **catalyst** for future growth of TELECOMs globally
- **5G** – Faster – Lower Latencies - More than **90% of active mobile** lines are **smartphones**
- **Connectivity CAGR +350% YoY** in content & video consumption
- **High Resolution Contents** is a must (e-games, Whatsapp-Messaging, Netflix- Streaming content, Cloud))
- **Consumers** require control over their services 24/7
- **4 Play** (mobile / fixed / Internet / TV) leveraged on the operator's network
- **AI** – Big Data processes – Network performance
- **3-4 devices** connected to the network per each person vs **+10 in 2022**
- Cloud Edge Computing

VASS
Complex made simple

Liferay



Our Vision



Growth

Increasing revenue: More income

- Demand Generation
- Creating more and new experiences.
- Organising customer channels and touchpoints

Efficiency

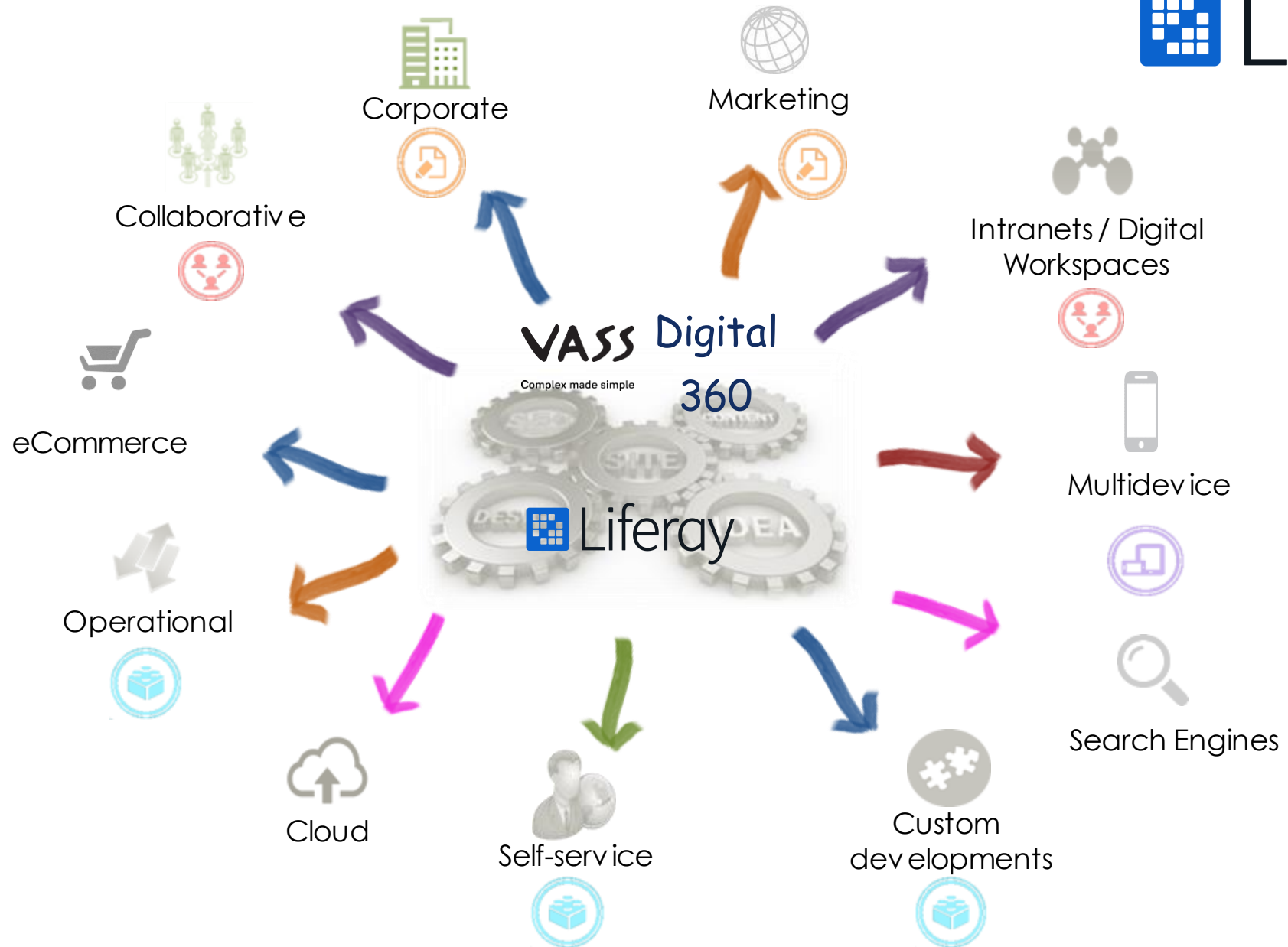
Process Operation efficiency

- Reducing operation costs in the organization.
- Simplifying activities in the value chain.

Customer Knowledge

Gathering customer behaviour.

- Targeting and having a 360 vision of customers/employees
- Interaction channel personalization.



VASS

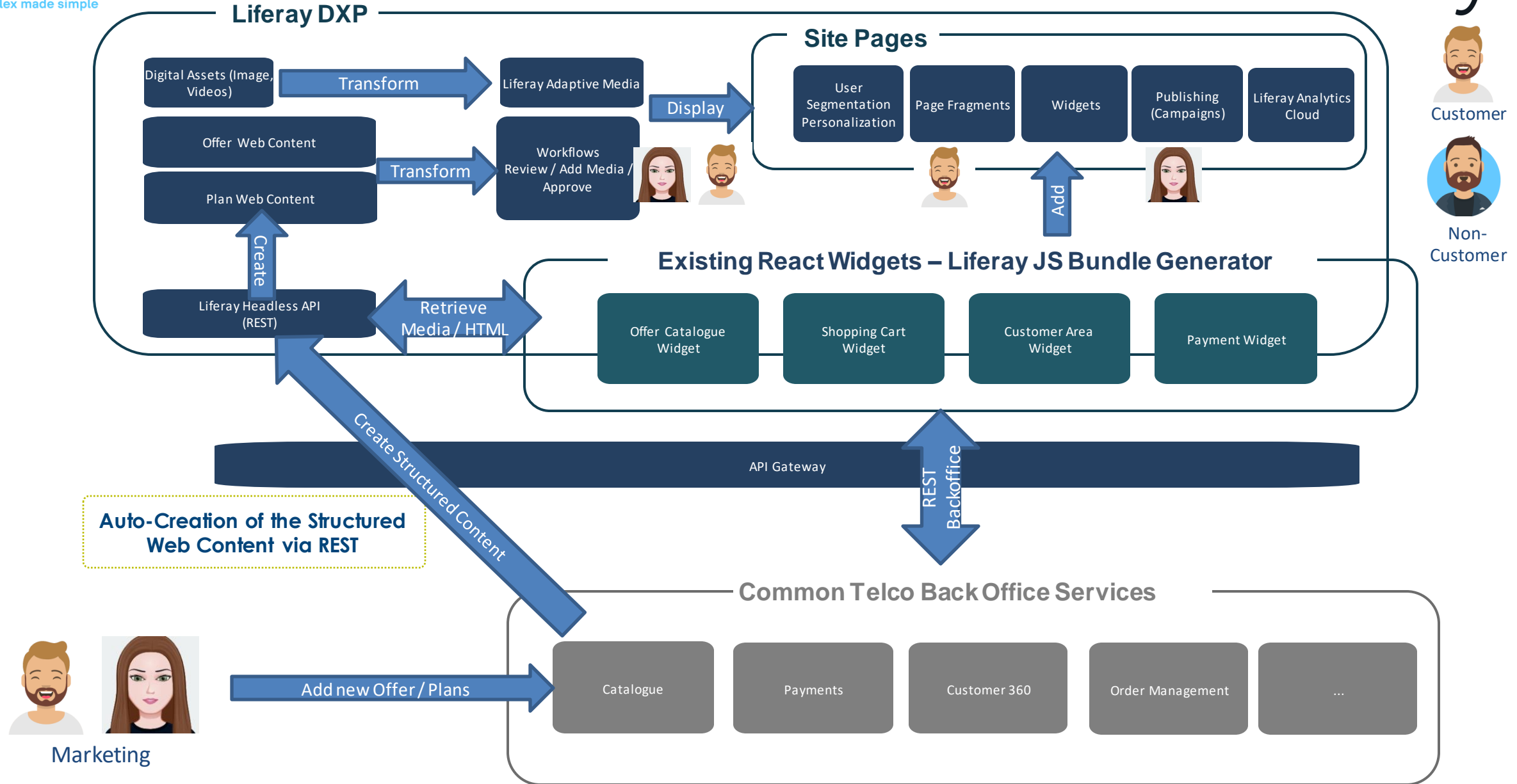
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**Real use case and
demo time :)**

High Level Architecture



User Journeys Demo

1



Sarah
Marketing

Sarah as a professional in Marketing prepares the Christmas Campaign by creating a **Publication** for the Christmas Campaign to collaborate with his colleague Aaron

2



Aaron
Marketing

Aaron as a work-colleague of Sarah prepares the Offer **Collections** for the *Christmas Campaign* and creates **Customer Segmentation**

3



Sarah
Marketing

Sarah as configures the Page and the Offers to be displayed based on the Segmentation – **Customer**. *Depending on the Logged User then it will display one or the other Collection created by Aaron.* She publishes the **Christmas Campaign**

4



Jon
Non-Customer / Anonymous

Jon will see the Offers targeted for *Non-Customers*.

5



Leonard
Customer

Leonard as a **Customer** sees the Offers targeted for *Customers*

6



Aaron
Marketing

Aaron as a new assignation, needs to add the incredible *Devices Catalogue* which is an existing Widget imported in Liferay to display the Existing Back Office Catalogue of Products