Personalization in Telecommunications – Mission Impossible?

Ibrahim Gökce – Deutsche Telekom AG - Senior Data Scientist, Product Owner NBX Modelling, Product Owner YourML

Heide Löhlein – Telekom Deutschland GmbH - Senior Data Scientist, Cluster Lead NBX Analytics
NO, I DON’T GIVE CONSENT TO MY PERSONAL DATA.

NO COOKIES.

NO TRACKING.

NO BROWSING HISTORY.

THE LESS THIS SITE KNOWS ABOUT ME THE BETTER.

HEY, WHY ISN'T THIS SHOPPING EXPERIENCE MORE PERSONALIZED?

CLICK
OUR KEY FACTS

- 216,528 employees worldwide*
- € 108.8 bn revenue in 2021
- 26.1 mn fixed-network lines
- 21.6 mn broadband customers
- 248.2 mn mobile customers

OUR GUIDING PRINCIPLES IS OUR DRIVER

- Delight our customers
- Get things done
- Act with respect & integrity
- Team Together – Team apart
- I am T – Count on me
- Stay curious & grow
PARADIGM CHANGE FROM TURNOVER TO CUSTOMER CENTRIC KPI

- Customer Lifetime Value (CLV)
- Customer Satisfaction (CSAT) Score
- Net Promoter Score (NPS)
- Customer Churn Rate
- Customer Acquisition Cost (CAC)
- Customer Engagement Rate

https://customerthink.com/the-importance-of-customer-lifetime-value-for-cx-leaders/
MARKETING CAMPAIGN PERSONALIZATION & TELCOS – INSIGHTS FROM A RECENT STUDY

- Personalization perception gap
- Lack of technology and data
- Operators face challenges regarding personalization
- Commitment of commercial towards personalization

HOW DO WE DO AT DEUTSCHE TELEKOM?

Personalization perception gap
- Many ML-based campaign use cases already in place
- Use cases are spread across company -> no coherent conversation with customer

Operators challenges
- Data Lake established to democratize data
- Not all data are real time available
- Operating systems often not capable of RTD

Lack of technology and data
- Data from various fields already available
- Customer consent is crucial
- Data security issues hamper personalization efforts

Commitment of Commercial
- Mind change from mass campaigning towards personalized campaigning
- Some marketeers are still convinced that they can do better

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NBX AS ANSWER FOR THE CAMPAIGN EVOLUTION

CAMPAIGN CENTRICITY
- Manual selection of target groups
- Ad hoc campaigning
- Analytical insights flow into the campaigns
- A/B-Testing
- Customer segmentation on the basis of ML models
- Personalization possible

CUSTOMER CENTRICITY
- React (in real time) on Customer Behaviour
- AI decides on NBX
- High degree of automatization, omni-channel
- Customer contact journeys are automated and provided by AI
- Campaign management focuses on evaluation and optimization
OUR NEW CUSTOMER OFFER STRATEGY

1. Offers are consistent in all channels

2. All customer dialogues will be personalized and if necessary real-time

3. Feedback from the customer or employee is processed for each offer or recommendation from the very beginning

4. The relevant offers and actions are data-driven and the processes are highly automated

5. Active customer contacts changes from mass campaigns to individual one-to-one approaches in all channels
DATA AND IT'S COMMON CHALLENGES

Available Data: Technology, Products, Devices, Geo Data, Socio demographics, Customer Segment, Customer Contacts, Incidents/Tickets, Business Transactions, Customer Feedback, Invoice, Usage (Voice, data, TV), Login (IDM)

- ~80% of data already democratized
- Frequent and large amount of data
- more than 23,000 Attributes per Customer
- Faults while data changes over time
ML FRAMEWORK TO FEED DECISIONS AND INCREASE TRUST

• Clarity and simplicity
• Feedback

• Predefined data set
• Accessibility
• Reliability

• Performance
• Ease of Use
• Flexibility

• Transparency
• Explainability
• Trust
DECIDE ON NEXT STEP INCLUDING LATEST EVENTS

GUARDRAILS
1. Decisioning in Realtime
2. Decisioning for Omnichannel
3. Context is defined by customers experience, current touchpoint and place
4. Customer insights reflect needs and context of the customer

Synchronous Decisioning
Start with simple Bayes approach for combining affinity scores and conversion probabilities

Interaction effects of affinities
Put ML Model on top of affinity scores and conversion probabilities

Real time
Integrate real time features into ML model and start testing RL for single touchpoints

One Central Decisioning
One central RL model with a slow learner model (e.g. GBT) as backup
Data-driven decisions made easy!

Bring your product to the next level

Use Case Name

Review your selections

Lastly, review and save your work to fill out.

Target group

key attributes

B stains

Features

Summary

Learn more about the case.
TOMORROW OF CAMPAIGNING

COM CHANNEL

CONVERSATIONAL AI

SEMANTIC LAYER

SEMI-/AUTONOMOUS BI

DELIVERY CHANNEL DECIDER
MAIN TAKE AWAYS FROM THIS SESSION

- YOUR CUSTOMER IS MORE THAN MONEY
- ADDRESS HER/HIM WITH THE MOST APPROPRIATE OFFER/ACTION
- TAKE YOUR ORGANIZATION ON THE JOURNEY
- TURN CAMPAIGNING INTO A LEARNING PROCESS