RedPoint helps a leading wireless service provider and its outsourcing partner leverage the full power of personalized transpromo marketing.

Overview

Every month, every wireless customer receives a bill: a golden opportunity to promote new offerings, dialogue with customers, and deepen loyalty. One service provider sought to take greater advantage of this opportunity by moving more aggressively into personalized transpromo marketing. To do so, it partnered with a leading global business process outsourcer. However, the outsourcer’s legacy COBOL-based data processing systems made it difficult to integrate data for creating accurate statements, inserting relevant messages, and integrating with variable printing systems. This created unacceptable delays, and risked account security.

To solve these problems, RedPoint worked with the service provider and outsourcer to rapidly deploy the RedPoint Convergent Marketing Platform™. Within six weeks, the data problems were under control: both partners now have a fully integrated, automated, and robust data management and marketing execution environment.

Using RedPoint, the service provider and its outsourcer work together to deliver account statements, advanced transpromo campaigns, and other communication programs. RedPoint streamlined the process, eliminated SLA violations, simplified transpromo marketing rule creation, and cut costs.

Building on RedPoint, the outsourcer has also achieved PCI compliance, gaining new confidence that it can protect customer data for billing. It has since replicated its new RedPoint-based processes with several leading telecoms.

Background

RedPoint’s deployment supported a partnership between one of Europe’s largest telecommunications service providers and one of its leading global business process outsourcers.

The Challenges

Transpromo marketing – the integration of relevant, personalized marketing messages on customer bills and statements – requires tight integration among billing, CRM, data mining/analysis, and other enterprise data systems. However, RedPoint’s outsourcer was hobbled by a legacy billing system built many years ago in COBOL.

That system had become increasingly brittle and inflexible: virtually impossible to maintain or update. Much of its legacy code was now undecipherable, creating huge business risks to mission-critical processes – especially because many of the outsourcer’s COBOL programmers have retired, and few younger programmers know COBOL. To work around the system’s profound limitations, the outsourcer had implemented manual interventions and custom scripts that were virtually impossible to manage.
In just six weeks, RedPoint helped a leading telecom and its outsourcer fix major data problems – freeing itself to build powerful transpromo marketing campaigns, cut marketing costs, strengthen business alignment, deepen customer loyalty, and reduce churn.

About RedPoint Global Inc.

RedPoint Global offers a comprehensive set of world-class ETL, data quality and data integration applications that operate in and across both traditional and Hadoop 2.0 / YARN environments. The company also offers data-driven customer engagement solutions that help companies derive insights from customer behaviors and create consistent, relevant and precise messaging across any and all channels required. All RedPoint applications offer a unique visual user interface that eliminates the need for programming skills, allowing enterprises to utilize all data to achieve their strategic business goals. For more information please visit www.redpoint.net or email contact.us@redpoint.net.