



Know your customer: Delivering a complete customer journey

Driving personalized and contextual customer engagement for consumers and enterprises

White paper

Communications service providers (CSPs) that want to compete and grow revenue in the 5G era need to invest in delivering a dynamic, personalized, holistic customer journey for consumers and enterprises. Based on consultations with CSP teams tasked with customer value management, Nokia has identified four key factors that can help secure customer loyalty through automation, artificial intelligence and machine learning.

Contents

Introduction	3
The keys to delivering a holistic customer journey	4
Introducing Nokia AVA Customer Journey Orchestration	5
Nokia AVA Customer Journey Orchestration in action	6
Conclusion	7

Introduction

Customers today expect nothing but outstanding experiences. Digital-native companies such as TikTok, Uber and Amazon have set the bar for meeting that expectation, bringing a customer-centric, digital-first focus and creating new kinds of value with simple and transparent subscription business models. Convenience, flexibility and personalization are big parts of the reason why [internet companies have been seizing market share](#) from communications service providers (CSPs) since 2014. This trend has only been accelerated by the COVID-19 pandemic, which helped accelerate the shift towards digital channels in both the consumer and enterprise segments.

5G gives CSPs the opportunity to win back some of that share and generate new kinds of value by going beyond connectivity to deliver new applications via new business models that take advantage of 5G capabilities such as network slicing.

As part of that transformation, CSPs will need to strategically prioritize the customer experience and focus on providing a holistic customer journey for consumers and enterprises. Current CSP customer engagement channels are siloed and according to Analysys Mason, focusing on journey orchestration can help CSPs meet the growing needs of their customers.

A big question for CSPs today is how to meet their consumer and enterprise customers with the right offer, at the right time, wherever they are. To find the answer, Nokia consulted with CSP teams responsible for customer value management (CVM) inside their organizations. Drawing on design-led thinking as well as best-practice methods of information collection and prototyping, that process identified a set of four critical factors for CVM: **context, relevance, digital channels** and **ecosystems**.

Figure 1 - Critical factors for successful CVM

Context Knowing how to use data when it's fresh and most valuable, acting in real-time with awareness of customers' digital behavior to provide personalized offers.	Relevance Understanding what matters to customers at a given point in time and creating segments and/or micro-segments — again, in real-time — to provide relevant content in right context.
Digital channels Shifting from traditional customer care, point-of-sale, email and SMS channels to engage customers via social media and other digital channels such as mobile apps, mobile wallets, games, streaming platforms and more.	Ecosystems Knowing how to combine offerings flexibly with partner offerings and push on-the-spot, real-time promotions (e.g., a tailored roaming offer or airport shop voucher to a business traveler).

The keys to delivering a holistic customer journey

To capture the revenue opportunities available with 5G, CSPs need to deliver a complete journey for their consumer and enterprise customers focusing on each of the four success factors identified, to provide a real-time 360 view.

They also need to be able to engage in CVM with speed and agility. Currently, pursuing any new engagement objective often requires interfacing with multiple systems, usually with support from IT. More often than not, full-blown projects have to be set up, which are typically slow-moving and complex.

Even when CSPs are able to spin up new engagement initiatives, they tend not to be personalized or contextualized for the customer: they don't provide the digital-native experience people have come to expect.

The ideal alternative combines the orchestration of customer engagement channels with analytics and AI across the customer journey that is capable of delivering five key characteristics:

1. **Simplicity and self-sufficiency** so CVM teams can create and manage any customer value objectives over the entire customer lifecycle.
2. The **agility** to create new customer value objectives (such as recommendations, promotions and ads) and launch them into the market in hours instead of weeks or months.
3. **Real-time engagement** with customers in a contextual and personalized manner, made possible by artificial intelligence (AI) and machine learning (ML), which can analyze and correlate network, business and subscriber data to generate automated contextual and personalized customer engagement recommendations.
4. Flexible use of **all-digital channels** — from mobile apps and mobile wallets to social media and self-service applications — with push and pull mechanisms for convenient engagement. (To “push” is to reach customers through a particular channel, for example, with an in-app notification. To “pull” is to entice a customer to click through to more when they log on to a CSP's mobile app, based on their historical preferences and usage as well as analytical propensity calculations.)
5. The ability to build and launch **innovative offerings** with partners, co-creating end-to-end digital services and applications for an advanced digital experience. Those partners might include entertainment, streaming and online gaming providers, or industrial Digital service providers (DSPs) serving factories, harbors, airports, healthcare organizations and more.

Nokia has developed its **AVA Customer Journey Orchestration** solution to meet these criteria: a targeted set of next-best offers, based on customer behavior that is contextual and AI-optimized for CSP CVM teams to design and manage customer value objectives in a simple and easy-to-configure way so they can get actions into the market faster.

Introducing Nokia AVA Customer Journey Orchestration

Nokia AVA Customer Journey Orchestration correlates data from real-time CSP systems (e.g., charging systems) with subscriber information and relevant inputs from other business support systems (BSS) that are AI-optimized to launch automated, contextual and personalized engagement actions such as recommendations, promotions and ads in real-time. It starts from an understanding of customer contextual behavior and usage patterns, blending historical intelligence with real-time data and triggers, providing a holistic, 360 view of the consumer and enterprise customers.

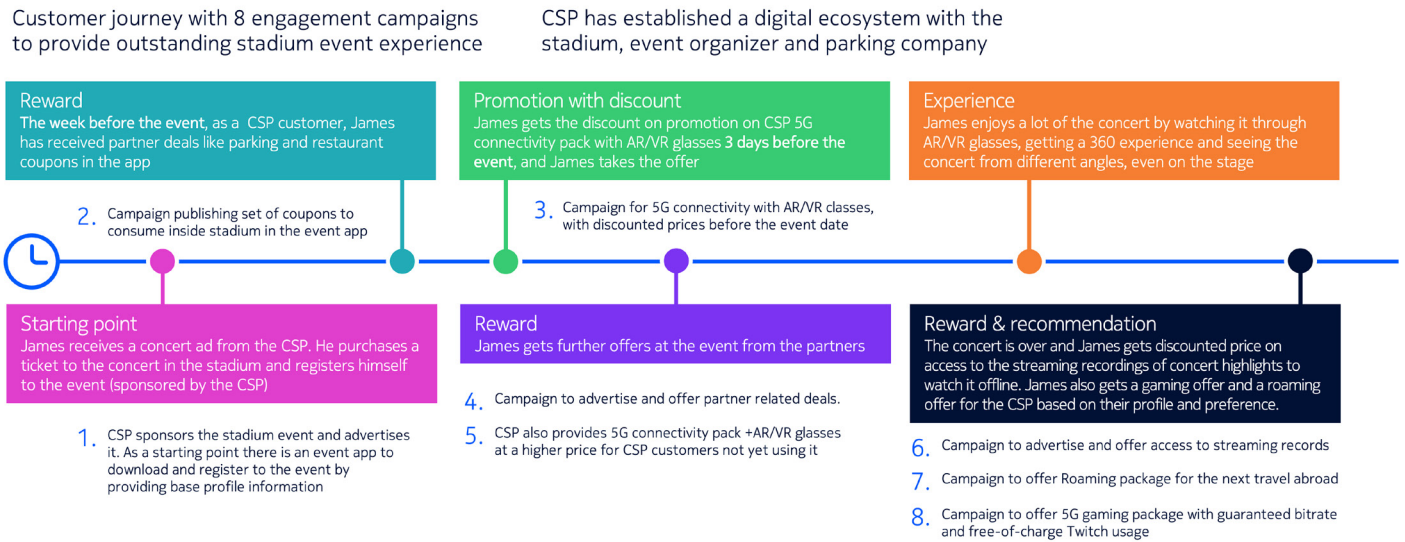
A “trigger” is virtually any situation to which an offer can be attached. For example:

- If a user’s online trial for a particular app has expired, AVA Customer Journey Orchestration might launch a new promotion for that person.
- If a segment of online gaming customers has tried out a new low-latency, high-bandwidth offering by taking advantage of single-day trials during the past two weeks, when a new gaming session begins, AVA Customer Journey Orchestration might prompt them with a premium gaming bundle as they are likely to upgrade.
- If a 15- to 25-year-old subscriber is geo-located at a shopping mall, she or he could be pushed a food voucher through their CSP mobile app, or a discount coupon for a particular store or service. (This also helps increase the use of the CSP mobile app: as customers get more relevant recommendations and promotions, they will return to the app more often and likely spend more on services provided by the CSP directly or on behalf of digital partners.)
- If an organization is utilizing metaverse solutions, AVA Customer Journey Orchestration might offer optimized connectivity and time-limited packages for employees to take part in metaverse events.

Because of our no-code interface, AVA Customer Journey Orchestration hides the complexity of data integration and processing that is a barrier to agility for CVM teams today. It requires no major investment in additional big data technologies or heavy involvement by IT teams, and enables CSPs to create and get-to-market with new engagement objectives in hours.

The key element of AVA Customer Journey Orchestration is to provide to CVM teams with the ability to design and manage holistic customer journeys, e.g. for stadium event, and provide an outstanding digital experience throughout the event with a set of targeted offers but also rewards, delighting a customer with increased satisfaction and loyalty but also future business opportunities for CSP.

Figure 2 - Stadium event journey experience: CSP with digital ecosystem



Nokia AVA Customer Journey Orchestration in action

One example of how Nokia AVA Customer Journey Orchestration can strengthen the customer experience comes from a CSP in the Middle East/Africa region, which reported success at increasing real-time and contextual engagement with residential pre- and post-paid customers as well as corporate customers (including in partner-based B2B2X relationships). The CSP is a forerunner in the region both in rolling out 5G and launching new services and applications with digital partners.

Specifically, the CSP has been able to use the Nokia solution to:

- Launch **relevant** recommendations, promotions and ads in **less than an hour** — from designing the new objective to delivering it to the target customer base.
- Increase take-up rates for new campaigns by up to 900% through real-time and **context**-specific recommendations.
- Achieve a more than 20-times increase in visits to its mobile app in 12 months, making full use of all available **digital channels**.
- Provide a rich set of partner-driven digital service offerings as part of an **ecosystem** approach (B2B2X), including health and wellness services (e.g., a yoga app), games and video streaming that subscribers can purchase through their DSP wallet, and credit card or loyalty points (including partners' loyalty programs).

Combined, these results — which touch on all four identified success factors — have generated US\$20 million in revenue in the first year and strengthened customer loyalty.

Conclusion

By investing in meaningful, personalized, contextual and real-time customer journeys for consumers and enterprises, CSPs can deliver the kinds of experiences customers expect and compete effectively with digital-native service providers and internet companies.

Stronger CVM enabled by automation, AI and ML can significantly strengthen loyalty and satisfaction in a short span of time by increasing overall value to the customer, which translates into higher revenues for the CSP. This requires holistic utilization of digital and traditional channels as well as the ability to build digital partner ecosystems and provide innovative offerings that can be launched quickly.

Nokia AVA Customer Journey Orchestration is a purpose-built solution for CSP teams based on consultations and research that provides the full set of capabilities required to address all four critical factors of successful CVM: context, relevance, digital channels and ecosystems.

Learn more about Nokia AVA Customer Journey Orchestration by visiting the our [webpage](#).

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