



Customer Up-Sell



Customer relationships can be very complex. Most operators and services providers are aware or would like to believe that the typical customer lifecycle goes beyond “acquire customer – make customer profitable – retire customer”. But only few are able to view the customer other than a number.



Up-sell and cross-sell tactics go far beyond implementing campaigns that simply invite SMS users to make the move to MMS, offer customers a reduced rate for making (more) international calls or move customers up the more profitable content chain. It is a myth that their existing something as the ‘heave SMS Youth’ segment that behaves the same when poked, or that every International Business User reacts the same to a ‘Rates reduced to Australia’ campaign. The fact is that most campaigns are simply not targeted or timely. And while localization has increased the possibilities to make more interesting offers, it also has quadrupled the efforts needed to leverage this information effectively.

Detailed Customer Profiles: The Key to Effective Up-Sell Campaigns

The Sixth Sense Media Up-Sell Solution offers a wide range of up-sell and cross-sell tactics, and detailed implementation that all adhere to one simple problem description:

“What would be the single most important and effective message or offer I can make the customer right now”.

It is very easy for advertisements to end up in a customers’ spam folder. Once your messages have been labeled as such, you have lost a very important and effective communication channel.

So how do you know which message to send, as well as when NOT to send anything at all? The Sixth Sense Media platform maintains and updates a detailed customer profile that is fully customizable to the current task at hand. Customer actions are processed and tracked continuously including responses to earlier offers or messages, average and recent activities, on-portal and content buying behavior, etc. Customer statistics and details are thus maintained in real-time, allowing a mobile operator to reach out to a customer at the right time.



Customer Up-sell (continued)

Putting It to Work

The Sixth Sense Media Up-Sell solution has a large number of features available to enhance your overall promotion effectiveness as well as ensure that you're not making off-target offers.

For example:

- **Track how and when customers accept offers and limits or reduces future offers' incentives to improve overall campaigns net profitability.** Target customers that only download music videos when they are promoted at 50% off. These customers could be made an offer that includes discounted content that is less appealing to this individual together with less discounted or regular price items that align with their preferences. Or offer these customers a 60% or more discount for a monthly fee.
- **Track recurring or cyclical patterns to be addressed individually.** Usage goes down towards the end of each month only when the customer is at or close to this allowance, versus usage declines irrespective of the allowance balance. In the first case, you can send out an offer for a plan upgrade at promotional fees, whereas in the second case the mobile operator may opt for an entirely different promotion.
- **Include location details to see that receiving calls are much shorter when the customer is at home or at alleged office as opposed to when the customer is 'away'.** In this case, a targeted promotional offer should be sent when a customer is away from home or in the office.



About Sixth Sense Media:

Sixth Sense Media offers a real-time marketing platform and managed service that delivers highly personalized and interactive customer engagement via the mobile channel. Our solutions result in increased customer retention and greater brand engagement that drives conversion for both in-house products and services as well as 3rd party brands and affiliates.

The key to our customers' success is in our unique lifecycle trigger marketing platform that leverages a mobile consumer's real-time context (actions and location) with their past behavior and dynamic profile (demographics, purchases, history) that results in "just in time" promotions. As a result, we enable companies deliver a wide-range of micro-segmented, contextually relevant and personalized promotions that can reward loyal customers, retain customers who are at risk of churning, offer customers up-sell opportunities, and offer targeted advertisements.

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