



Increasing Average Revenue Per User 50% for a Telco Operator...

Situation

For a leading operator, meeting revenue objectives required generating additional revenue from current customers — primarily in the form of service and feature upgrades. But the company's historical cross-sell and up-sell programs offered undifferentiated messages and products to all customers.

Solution

Rosetta led efforts to identify two Personality-based segments within the carrier's existing customer base whose needs and preferences aligned with new features and accessories. Additionally, a comprehensive e-mail campaign including test and creative design, offer and product alignment, and campaign analysis was executed.

Results

- By tailoring new service features to prime segments, the carrier realized as much as a fivefold improvement in offer take rates and a 150% lift in leads converted.
- As a result, average revenue per targeted user increased over 50%.