



SERVICE PROVIDER : MOBILE CUSTOMER ENGAGEMENT

THE POWER OF GLOBAL MOBILE CUSTOMER ENGAGEMENT IN TRANSPORT AND LOGISTICS

October 2016

EXECUTIVE SUMMARY

Transport and logistics businesses are changing rapidly and adopting new technology options for efficiency and cost advantage. This creates new challenges for professionals working in marketing and customer service operations in this sector. Choosing the best way to communicate with your customers and supply chain partners—within budget and with the ability to measure ROI—is critical for ensuring effective customer engagement.

You need to find innovative ways to engage with and influence your customers' preferences, in particular while being able to reach your customers anywhere and at any time. It's important to be able to identify communications channels that are cost effective and guarantee the best response rates. Given the global nature of the online world, you also need to take channel scalability and global reach into consideration.

Today there is no technology that has greater global reach—and plays a more personal role in our lives—than the mobile phone. This makes the mobile handset a uniquely valuable channel to engage both customers and partners.

Mobile advertising and customer engagement has moved on from the trial and experiment phase and many organisations are now spending significant sums on mobile marketing campaigns. According to eMarketer estimates, mobile advertising spend will surpass \$100 billion in 2016 and account for more than 50% of all digital advertising expenditure for the first time.

Mobile messaging is driving this new wave of mobile customer engagement, bringing new and innovative opportunities for you to reach and engage with your customers. While there are a number of mobile marketing solutions available, there are very few companies operating in this environment that can meet the stringent service level agreements required by global companies. At the same time, even fewer mobile marketing companies manage their own carrier-grade signalling network optimised for mobile messaging delivery and able to reach customers across national or international borders.

WHY USE MOBILE MESSAGING TO ENGAGE CUSTOMERS?

Overview

As early as 2009, New York Times journalist Mark Cohen said, "Mobile text messaging, the same 160-character dispatches first popularised by nimble-fingered teenagers, may be the closest thing in the information-overloaded digital marketing world to a guaranteed read."

Mobile messaging is one of the few channels of communication that's always on and directly engages an individual. Research shows that 90% of 18-29 year olds in the US sleep beside their mobile phones and are ready to read messages or answer calls 24 hours a day.

Mobile is unlike any other channel for customer engagement and offers direct access to your customers and partners. What's more, mobile messaging adds another layer to this unique relationship as it is direct and personal but not intrusive. Customers can choose when to read and respond to messages. Unlike a voice call, they don't interrupt the customer's day and offer them the freedom to decide when to read the message. Mobile customers appreciate this and are more likely to have positive experiences with an organisation that can directly engage with them without demanding their instant attention.

Of course, many transportation and logistics companies have already integrated mobile messaging into their customer engagement activities. They are using mobile messaging to efficiently send relevant and timely information about deliveries and supply chain information in an efficient way direct to their customers, as well as provide updates to shipping and freight agents. Mobile messaging is a fast, reliable and efficient communication channel using a medium that matches the behaviour of today's mobile customers.

For more information, visit us at www.tatacommunications.com

Contact Us

Share



© 2016 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries. 112157 v03

THE ADVANTAGES OF MOBILE MESSAGING

Reachability You can engage with your customers wherever they are. This makes mobile messaging ideal for distributing information, whether it is about deliveries, scheduling, marketing, authentication codes, service updates or anything else that can benefit from immediate delivery.

For developing markets, the challenge of reaching and engaging with customers is significant. Thanks to rapidly growing mobile penetration, mobile messaging provides immediate access to information in a way email simply cannot.

Interactivity Mobile messaging is an interactive medium you can use to send time-sensitive messages, track responses and assess active customer potential. Due to its contextual character, it enjoys higher response rates as a communications channel in comparison with other media:

- 91% of mobile phone owners use their device for SMS = a familiar medium for customers
- 98% of SMS messages are opened = customers consume the content
- 94% of SMS are read within five minutes of being received = timely customer interaction

Reliability Mobile messaging is a secure technology making it possible to build delivery guarantees into a service level agreement. Messaging delivered by telecom network operators can be traced through to the termination point.

Exclusivity You can build exclusivity into mobile communications, pushing messages to mobile subscribers to which only they will have access, in turn increasing the relevance and value of your services.

Multimedia Mobile messaging can be used as a cross-media tool combined with other channels, including email and online services. It's also a powerful way of ensuring the effectiveness of marketing channels, so a very useful element within the marketing mix. And in addition, it's a highly measurable communication channel that's particularly valuable as part of a customer services strategy—able too to deliver a high return on investment with low capital expenditure.

Efficiency Mobile messaging is cost-effective. It lets you employ mobility to reach your customers directly, in turn reducing customer service and operating costs with a highly measurable medium.

INTEGRATING MOBILE MESSAGING INTO THE CUSTOMER ENGAGEMENT MIX

Market research:

For messaging services like voting and polling, you can use the mobile channel as an excellent way to collect market information. Researchers can use mobile messaging in areas such as public relations, assessing interest in new services, sponsorships, launches, direct and viral marketing. Mobile messaging research benefits from audience reachability and interactive communication exchanges. The medium also makes it simple to segment audiences and capture customer responses to precise, targeted questions.

Targeted, personalised, customisable and accessible advertising:

You can use mobile messaging for advertising and promotions to encourage customer participation, provide direct access to target groups, customise a message to any language or regional requirement, and to guarantee your message can reach customers anywhere and anytime. Mobile messaging helps increase sales as well as consumer satisfaction, thanks to its immediate delivery advantage. This makes it a perfect tool for time-sensitive promotions.

Reminders, notifications and invitations:

Mobile messaging provides direct customer reach and ensures that messages are delivered and read at the right time. Moreover, it's a two-way communications channel, which can be used for responses to delivery requests, address changes and related customer service activity.

For more information, visit us at www.tatacommunications.com

Contact Us

Share



Time-sensitive customer service alerts:

People keep their mobile phones with them almost at all times making it an immediate contact channel for delivery notifications and supply chain updates. Notifications can be sent to customers and employees, in turn reducing calls to the contact centre.

Loyalty building:

Use mobile messaging to develop an on-going and consistent relationship with customers and supply chain partners. It's ideal for communicating with large numbers of people and offers the advantage of high readability of the messages received.

INTEGRATING MOBILE MESSAGING FOR CUSTOMER SERVICE AND MARKETING

Mobile messaging is perfect for marketing or customer engagement as you can measure the effectiveness of all communication channels, as well as use it as a component of the service experience itself.

There's a continuing trend for increased customer engagement and interactivity, which can require changes and updates to information in near real-time. Using mobile messaging, you can create and send customer notifications quickly and pro-actively.

You can also create new revenue streams through revenue share agreements with mobile communications service providers, using mobile messaging as a means to encourage user engagement. It is far more inclusive than most other media for this purpose. In developing countries, the likelihood of access to a mobile phone without a data subscription makes it all the more valuable to use conventional mobile messaging as the means to engage and interact with customers.

Mobile messaging can also be used to confirm and notify customers about deliveries and payments, as well as to complete payments for services in real-time. Above all, it's a cost-effective tool for service notifications, delivery update notifications and associated customer service activities – helping to deflect calls from the contact centre.

STRATEGIC RECOMMENDATIONS FOR CUSTOMER OPERATIONS AND MARKETING

Building your mobile messaging solution proposition

Mobile messaging-based customer service is a highly cost-efficient medium that provides a reliable communications channel to link your business with your customers and partners. It provides an extra dimension to your customer engagement mix – bringing together cross-media communication strategies, plus enhanced interaction and engagement.

But how can you use mobile messaging to your advantage? And how can you include it in your customer engagement plans to support overall objectives?

Answering these questions requires a back to basics approach to mobile customer engagement. Obviously, mobile messaging will not work if you don't have your customers' mobile phone numbers, so they need to be included with customer details in the CRM system. Also, customers in most countries need to have 'opted in' to receive information and customer notifications. It's a necessary step but an important one, not just to ensure regulatory compliance but also to be able to improve services for your customers and, by definition, your broader market reputation.

From the perspective of mobile marketing, if you want to be able to reach prospective customers as well as existing customers, you can obtain demographically profiled mobile databases from mobile operators or large media organisations.

Mobile messaging production costs are low compared with traditional media, so developing and testing your mobile communications strategy is cost-efficient. You can help build your profile and

For more information, visit us at www.tatacommunications.com

Contact Us

Share



reinforce your brand and market presence by inserting your URL address in the messages you send. This drives customers to your website for further interaction, as well as their engagement with the mobile message itself.

Personalising messages to individual customers is also made easy by mobile messaging. You might think that the 160 character limit is a restricting factor, but considering the popularity of Twitter that might be just the point. Your customers are often on the move, and have limited time or attention spans. They therefore prefer valuable information in a short and succinct way.

The nature of the transport and logistics industry means that mobile interactions with your customers will often be time-sensitive. Timing of mobile messaging alerts is critical and the messages you send will have the greatest value when the consumer most needs that message from you. That is why the flexibility of this communication channel is very important. Mobile messages can be sent and received within seconds, allowing you to generate higher response traffic—particularly in the case of delivery and service notifications.

You have to decide the main objective of using a particular customer engagement channel. Mobile messaging offers the option of highly targeted, measurable tracking. It also provides you with a way to study the cost associated with customer contact, interaction and acquisition.

For pure promotional activity you can use mobile messaging in conjunction with assessment of revenue uplift, market share movements and the cost of consumer participation vs. use of traditional channels. It enables you to communicate the right message, at the right time and to the right audience. This specific capability means you can use mobile messaging to plan your integrated mobile marketing and customer interaction strategy with confidence.

Summary benefits of mobile messaging for customer engagement:

- **Cost efficiency**—presents cost benefits compared with other media
- **Interactivity**—enables you to have a dialogue with your customers
- **Anywhere/anytime reach**—the mobile handset is always with the customer
- **Personalisation**—effective for 1-to-1 communication with individual customers
- **Easily targetable**—design specific messages based on customer profiles
- **Analysis**—allows in-depth analysis of usage, response and cost
- **Familiarity**—any consumer age group is familiar with the technology

For more information, visit us at www.tatacommunications.com

Contact Us

Share



© 2016 Tata Communications. All Rights Reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries. 112157 v03

WHY TATA COMMUNICATIONS FOR MOBILE CUSTOMER ENGAGEMENT?

Tata Communications Mobile Messaging Exchange is a dedicated Application-to-Person (A2P) mobile messaging hub offering access to global, quality messaging routes. It makes the most of Tata Communications' own commercial relationships with hundreds of Mobile Network Operators (MNOs) and delivers A-Z network reach.

The way Mobile Messaging Exchange works is simple:

- You buy capacity to terminate SMS into mobile networks from Tata Communications.
- Tata Communications provides comprehensive rates for each network and rate change notifications with advance notice.
- You connect via Mobile Messaging Exchange and send A2P SMS to Tata Communications for agreed destination network termination.
- Online reports detail all terminated and delivered SMS.
- Tata Communications raises an invoice for the settlement based on the number of SMS messages sent and rates agreed at the end of an agreed cycle.

Adopting Mobile Messaging Exchange for A2P messaging means working with a single party and trusted super aggregator. This makes it easier to secure access to global routes, along with more commercial flexibility through payment options that include per SMS charging, as well as pre-paid and post-paid charging models.

You can choose per destination pricing and send to as few, or as many destinations as you need. There is a three-day standard price change advance notice, as well as fixed duration price options, offering pricing stability as required.

Tata Communications manages its own signalling network. This means we provide direct, global destination reach and quality routing and termination, maximising our own Mobile Network Operator relationships as a trusted service provider. Mobile Messaging Exchange offers a transparent A2P mobile messaging-only business model with no blending of P2P and A2P traffic.

Tata Communications connects with all Mobile Network Operators worldwide. We extend our direct global connectivity via peering agreements, ensuring all licensed Mobile Network Operators and their MVNOs are reachable. Well established relationships with hundreds of global MNOs and MVNOs mean reduced time to market—ensuring you get your mobile customer engagement up and running as quickly as possible.

1 Source: KPCB, Internet Trends 2015 - Source: eMarketer, 2015

For more information, visit us at www.tatacommunications.com

Contact Us

Share



