

O₂ (UK) Ltd.

Capturing customers

Client Issue

By the nature of the service they have chosen, O₂'s pre-pay customers have no need to identify themselves to their network provider. O₂ is therefore unable to engage them in productive dialogue or exercise much influence over their loyalty. The large number of customers in this category gives both urgency and importance to finding out who they are.

Grass Roots Solution

There were two elements in our approach: first we had to persuade customers to provide their personal details; then we had to process their responses efficiently. Clearly, the more effective we were in motivating them to respond, the more data we would be handling.

On the client's behalf, we offered a call-time bonus for which customers qualified by disclosing their name and address. They phoned this information to our Contact Centre at whatever time suited them: we captured and stored it, then passed it on for O₂ to credit the customer's pre-paid balance.

Result

The attractive offer and the simplicity of accepting it created a response level that exceeded all expectations, but our systems were robust and our capacity was elastic. We received and processed over 3,000,000 names and addresses in less than six months – including a remarkable 100,000 on Christmas Day!

The deal was exactly right for the prepaying customer, who was able to build up more credit by making one simple (free) call on their phone. This was in itself a valuable contact with the network provider, and we were responsible for making the right first impression.

This project was an imaginative new application of proven experience in handling telephone traffic and storing information on millions of client participants and customers. Our Contact Centre is an ever-advancing blend of people and technology, able to provide whatever human or electronic intervention is best suited to the task. In this case the customer information was received by our Interactive Voice Response (IVR) telephone system, then verified and transcribed by our Data Capture team.

We have used the same resources to handle similar client demands for large volumes of information to be received, processed and despatched.

Effective information management is the foundation of much that we do, in contexts ranging from sales incentives to employee benefits.

