

Transforming Customer Engagement with Mobile



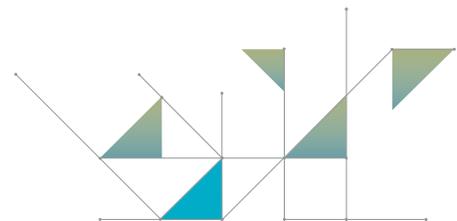
Part 1: Introducing a Model for Mobile Marketing Success

Introduction

In part one of our Mobile Engagement Guide, "Introducing a Model for Mobile Marketing Success," we introduce you to Syniverse's Mobile Engagement Maturity Model, which has been designed to help organizations understand where their mobile marketing and customer engagement efforts currently fit in relation to a long-term strategic vision for optimizing customer engagement.

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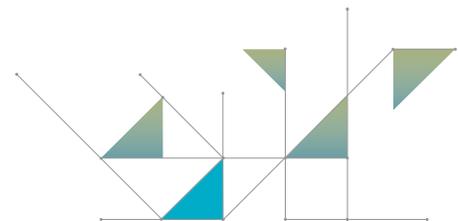


The New Age of the Personalized Mobile Experience

Where do mobile consumers like to go? What mobile services do they like to use? And what do they like to buy? The ability to gain insight into consumers' preferences and strengthen engagement through precise mobile outreach has rapidly become a must for today's brands. This engagement is about forming personal relationships with customers through real-time interactions, and in today's mobile world this is more possible than ever. Mobile devices have evolved into true supercomputers that are so valuable that people keep them within reach at all times.

One profound result of this transformation is the transfer of unprecedented power to today's mobile users. In just the last few years, mobile users have been given access to a new world of consumer capabilities as the result of a number of technological advancements, including fast mobile broadband, sophisticated smartphones, wide-scale Wi-Fi availability, and game-changing apps, just to name a few. These innovations have unleashed new options for mobile users to interact with their favorite brands in faster and richer ways. Users, for example, have come to expect to be able to set up personal accounts with their favorite retail stores to receive real-time alerts about purchases, status of shipments, rewards, special offers and events.

Yet, recognizing the power and importance of mobile is just the first step in an extended strategic customer engagement journey. Each company's customer contact chain consists of multiple mobile touch points that present a number of challenges. Legacy systems are largely premise-based and ill-equipped to accept the data model changes required for mobile. In addition, while mobile has been adopted by most consumers, there are still internal skill gaps in mobile development and program execution at major enterprises. In fact, simply understanding where to start when it comes to integrating mobile as part of a comprehensive customer engagement strategy is still proving a challenge for many organizations.



The Mobile Engagement Maturity Model

To help marketing and customer service organizations put this strategy in place and focus their mobile efforts, Syniverse has developed a Mobile Engagement Maturity Model to help organizations understand where their mobile marketing and customer engagement efforts currently fit in relation to a long-term strategic vision for optimizing customer engagement. Once a company has identified its current state (what channels and data sources it is currently using for mobile engagement), the model can be used to inform strategic decisions around which mobile channels and tools to invest in to provide the best ROI for that company's specific customer engagement objectives.

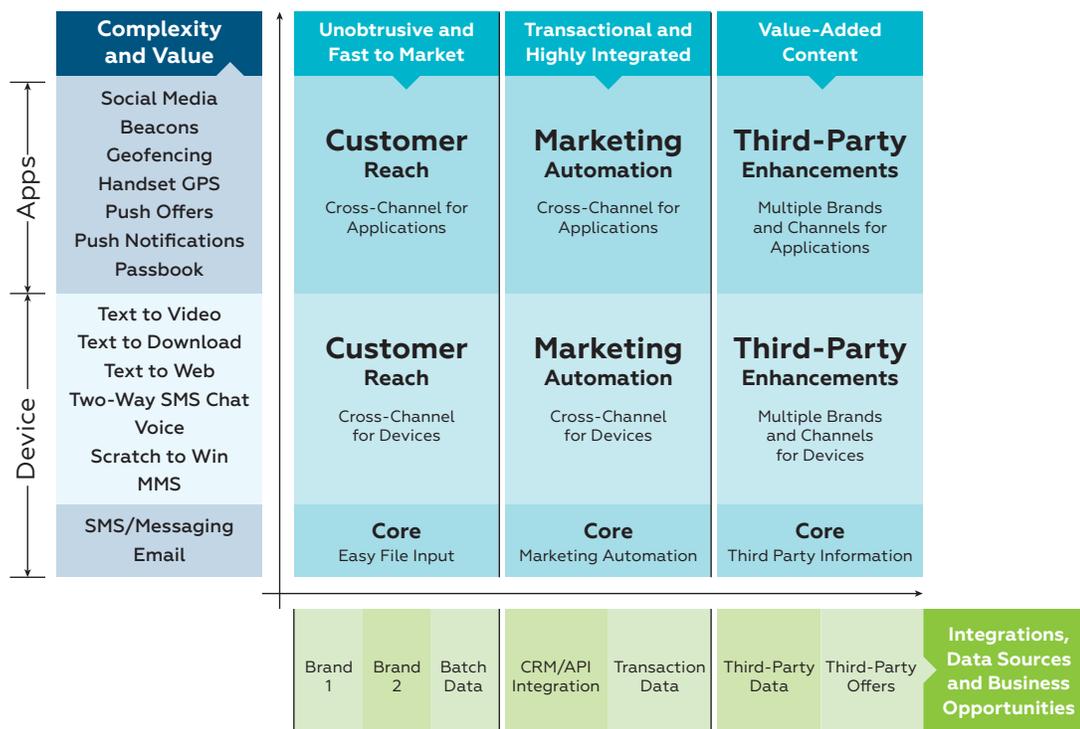


Figure 1: Mobile Engagement Maturity Model

In reviewing this model, on the vertical axis, mobile engagement channels begin with device-based solutions like email and SMS. As a brand moves vertically up the model, customer engagement becomes richer and leverages two-way interactions like text to Web and two-way SMS chat. Device engagement becomes native application engagement with a brand's app and light apps like Passbook. The last category on the vertical axis represents location-based offers and social media interactions.

On the horizontal axis, value and complexity increase as a brand moves right, beginning with uploading a file. Much like traditional marketing, the next area of value is derived by integrating enterprise systems to provide marketing automation. As automated email programs have demonstrated, marketing automation is critical to provide customers the contextual experiences they expect. This integration also enables a brand to move past promotional messages (such as coupons) to transactional messages (like order receipts or shipping





notifications), which vastly increases the number of potential touch points and deepens the relationship with the customer. The final horizontal category pertains to integrating third-party information. By integrating third-party information, a brand is able to leverage a more complete understanding of its customer to expand and simplify interactions.

The New Center of the Mobile World

New mobile technologies and lifestyle patterns have precipitated a new mobile era of enterprise and consumer engagement, positioning the user at the center of the mobile world. Today's mobile consumer has gained – and has come to expect – interaction with her or his favorite brands in richer and more intuitive ways. In parallel, companies' need to reach mobile consumers in ways that are more contextual and real-time has become imperative.

Using Syniverse's Mobile Engagement Maturity Model, companies can unlock and target the characteristics of mobile users with their express and informed consent and revolutionize the granularity with which they can interact with customers. The result is that brands can soon realize a hyperpersonalized customer experience that opens the door to optimized customer service, enhanced customer engagement, and increased loyalty and engagement.

This first part of our comprehensive guide has provided an overview of this model. In part two, "Getting Started with Mobile Engagement," the Mobile Engagement Maturity Model will be explained section by section, providing three practical applications that any company can use along with a list of best practices.

About Syniverse

Syniverse enables enterprises and social networks to reach nearly every customer, anywhere, anytime, on more than 6 billion connected devices worldwide. Our innovative, cloud-based solutions help companies optimize mobile engagement and improve business processes through the delivery of timely, relevant information that personalizes the mobile user experience, increases customer loyalty and promotes brand loyalty. For more than 25 years, Syniverse has been simplifying complexity to deliver the promise of mobility. Syniverse makes mobile work for eight of the top banks in the U.S., the top five credit card issuers in the U.S., and some of the world's largest retailers, airlines, and hotels.

To find out more about the Mobile Engagement Maturity Model or to set up a session with a Syniverse mobile expert to assess your current state, go to mobilebrands.syniverse.com, and click on the "Contact Us" link at the top of the home page to initiate a meeting.

For more information on Syniverse, go to mobilebrands.syniverse.com, follow **Mobile4Brands on Twitter** or visit our **"Syniverse Enterprise and Intelligence Solutions"** page on LinkedIn.

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