



Umniah: Subscriber Intent Insights Fuel Mobile Operator's Momentum

Background

With a 100% mobile penetration rate and concerted government efforts to promote Internet penetration, Jordan is considered the most competitive telecommunications market in the Middle East. Since its launch in 2005, Umniah has established itself as the fastest growing mobile operator, capturing more than 1.6 million subscribers with innovative, dynamic offerings targeted at the youth market segments. The key to Umniah's success is its focus on specific growth segments, approaching them with both attractive prices and tailor-made products that set the standards for the industry both nationally and regionally.

Challenge

In order to maintain its leadership and momentum, Umniah needed to keep its finger on the pulse of subscribers. As its subscriber base grew, collecting, analyzing and acting upon the data became more challenging and time-consuming, resulting in limited capability to read, predict and react to consumer intent. Umniah needed to deploy a solution that would allow product and marketing managers to:

- Collect, store and analyze quickly the vast amounts of data generated on a daily basis and store it in a centralized, single data base.
- Monitor key performance indicators and identify emerging trends in critical areas such as finance, sales and marketing.
- Run segmentation analysis to create accurate segments and predict behavior.
- Predict churn by identifying critical segments and the service offerings that are most likely to minimize it.

Solution and Implementation

After evaluating offerings from seven vendors, Umniah selected nPario for the solid technology of its nPario Insights Engine, customized specifically to address a service provider's needs; for the power, scalability and flexibility of nPario Segment Explorer; and for the extensive experience of its executive team.

Building a Solid Foundation

nPario's and Umniah's first task was to work with business and technology stakeholders to develop a common set of criteria and rules to ensure accurate and reliable data collection and interpretation by the nPario Insights Engine. By creating a common language between the business and technology teams, nPario ensured that the insights from the data are technologically solid, and at the same time can be immediately interpreted and acted upon by the business user in a mobile operator environment.

Real Time, Detailed, Multi-Dimensional Analysis

Prior to deploying nPario, Umniah relied on a team of IT professionals to collect the data, produce the reports and share them with the business users. This process was time-consuming and often resulted in slow strategy adjustment, or a reaction to already outdated insights. Today, the nPario Insights Engine collects data from all major operational systems, including point of sale, customer relationship management and billing systems, as well as from the Umniah intelligent network and delivers real time actionable subscriber insights to the business user.

Driving Subscriber Growth and Minimizing Churn through Target Offerings

Umniah deployed the nPario Segment Explorer to glean an in-depth look at subscriber behavior. By utilizing the powerful and flexible application, a product or a marketing manager can create and track key subscriber segments, gathering insights into what drives the adoption of value-added services. These insights are used to convert new subscribers to the segment or offer service bundles that are better aligned with the segment's needs. In addition, small segments are used to test new product and service offerings before they are deployed broadly, allowing Umniah to develop effective, data-driven marketing campaigns or fine tune existing promotions.

Through nPario Segment Explorer, Umniah has also developed a churn prediction model that identifies subscribers who are at risk of becoming "churners" and offers them products and services tailored specifically to their unmet needs. By monitoring segments for key churn indicators before and after an action is taken, Umniah can not only minimize churn but determine the most cost effective way to do that.

"With nPario, key insights about our subscribers, our offerings and our business are at our fingertips. In the highly competitive and ever changing mobile operator environment, we have a powerful tool to turn data into insights and ensure we maintain our innovative edge."

Yaser Sghair, Director of IT, Umniah