

# HOW DOES YOUR CUSTOMER SEE YOU?

Telecommunication companies delivering personalized customer experience stand out:

**1.6x**

Higher Brand Awareness

**1.7x**

Customer Retention

**1.6x**

Customer Satisfaction Rates

**1.4x**

Faster Revenue Growth

## Brand Awareness

Orchestrate journeys across all channels that recognize the context surrounding the current state of a customer to provide personalized experiences and build familiarity surrounding your brand.

## Customer Satisfaction

Have personalized conversations with customers across all channels in real time. Proactively resolve issues and turn service failures into positive interactions.

## Customer Retention

Proactively retain customers through owned and paid channels. When proactive retention offers are not successful, we facilitate reactive retention negotiations to maximize offer acceptance and commercial value.

## Revenue Growth

Send the right offer on the right channel at the right time to every single one of our customers. Ensure every customer experience is their next best experience.

**Not leading with CX? You might regret it.**

# MAKE YOUR IMPACT PERSONAL

## Merkle x Pega take the lead on transforming CX

1:1 customer engagement expertise makes personalization across channels possible. CX becomes more agile with clear links to KPIs and business objectives.

Together with our technology partner, Pega, we connect our customers to tools that make data-based decisioning possible.

- Pega 1:1 Operations Manager
- Pega Customer Decision Hub
- Pega Marketing

Personalized customer experiences help businesses reach—and exceed—their goals. We help Telcos transition from a mass marketing approach to personalization at scale.



### Success follows CX Transformation

See positive results with Merkle:

**20%**

increase in Net Promoter Score (NPS)

**25%**

increase in campaign response rates

**150x**

increase in banner click-through rates

**300%**

improvement in offer-acceptance rates

**YOUR CUSTOMER HAS HIGH EXPECTATIONS.  
MEET THEM.**

▼ Transform CX now