

Customer Profiling

CLIENT PROFILE



Company Maxis
Industry Telco
Country Malaysia

OUR RELATIONSHIP

- Been our Client for 1 year !
- We manage 3 very key initiatives for Maxis SME & Enterprise segment with regard to Customer Lifecycle Management. (CLM), i.e., Renewal, Save and Profiling.

THE CHALLENGE

- Maxis wanted to deepen their understanding of their SME & Enterprise customers.
- Their customer data quality was poor and inaccurate, leading to irrelevant offerings and poor customer management.
- The objective was to clearly define their customer needs and target them for specific opportunities.

OUR APPROACH

- Star Solutions defined a 5-point data capture framework, i.e., company size, decision-making profile, telecommunication needs, information needs and customer satisfaction levels.
- The above translated into 10 profiling questions and the survey was carried out entirely via telemarketing.
- Based on data gathered, we grouped companies into a potential cross-sell matrix for Maxis sales teams to take action.

RESULTS

- 100% of targets achieved ! 28,000 companies profiled via phone.
- Campaign results were tracked by Maxis daily using our online dashboard.

CHANNELS / SERVICES USED

