

With DWAO, Airtel optimizes customer acquisition with Adobe Experience Cloud.



INDUSTRY

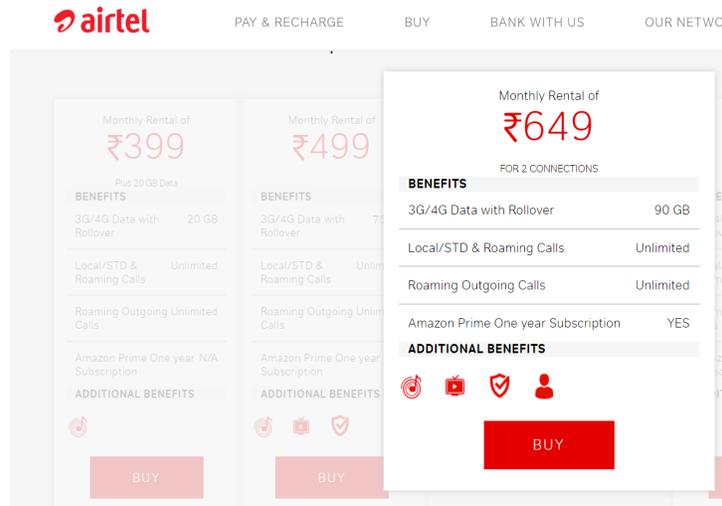
- Telecommunication

PRODUCTS USED

- Adobe Analytics
- Adobe Target
- Adobe Audience Manager

GOALS

- Higher conversion from online customer acquisition flow.
- Migrate loyal users to mobile app.
- Prevent affiliate fraud on prepaid recharge campaigns.



THE GOALS

Airtel is India's leading telecom company. They always have been leaders in driving new initiatives and providing best in class customer experience.

In an age where more and more customers are adopting digital, Airtel needs cross-platform product analytics to understand the millions of customers who access its digital assets every single day.

Airtel looked to the data to optimize conversion funnels, leading users from discovery to purchase into postpaid customers. In addition, the product and digital marketing teams needed these real-time user insights in order to prevent fraud and detect any issues in the recharge and bill payment process.

8%

Improvement in conversion rate for existing customer payment journeys

100%

Improvement in overall conversion happening online.

9x

Decrease in Frauds.

HOW WE HELPED AIRTEL

Prior to DWAO Airtel had limited understanding about customer signals and funnels. They were not able to derive deeper insights about customers to provide simpler customer experience.

We helped Airtel with Adobe workspace which enabled them to have deeper insights about customers.

“Setting up Adobe Experience Cloud and Google Analytics was really a daunting task for us at Airtel. However with professional consultancy from DWAO we were able to smoothly setup all tools.”

Abhinav Raj,
Head Digital Analytics
Airtel

THE SOLUTION

DWAO helped Airtel to deploy multiple products on Adobe Experience Cloud. We also enabled the complete digital and marketing teams with all the products. This led to increased usage and ideations around how to improve Airtel Digital Assets using Experience Cloud products.

We also did integrate multiple solutions and migrated all the products to Adobe Launch so that the impact of all marketing and analytics products is minimal on the page performance.

THE RESULT

Airtel completely relies on analytics reports to attribute the leads to marketing sources. We also enabled the team to map the data with offline leads to measure source wise performance for complete acquisition flow.

With funnels they discovered multiple insights about acquisition flow. We helped them to brainstorm and come up with multiple changes in the acquisition flow which led to >100% improvement in online acquisition.

Another important area was improving customer experience for existing users, we helped them to cohorts and acquisition analysis to figure out right channel mix. We at times suggested the best affiliate payment methods to minimize risk of getting fraudulent and recurring transactions from single source. They were also able to improve the conversion rate by 9% with funnel analysis.