

ENSIGHTEN CASE STUDY:

Enlighten's Agile Marketing Platform™ delivers one-to-one marketing and superior digital experiences to Oi's customer base.

INDUSTRY: TELECOM

COMPANY: OI TELECOM



Oi is the largest telecommunications company in Brazil with 74.5 million customers. The company offers internet, mobile, landline, broadband and cable television services all under one roof. Across this range of offerings, Oi strives to deliver a relevant, consistent experience across the entire lifecycle, from search and shopping to bill pay and support for all product lines. Oi selected Ensignten's Agile Marketing Platform™ to deliver one-to-one marketing and superior digital experiences to Oi's customer base.

**Challenge: Oi faced multiple challenges around launching its new website, reducing call center costs, and consolidating marketing technologies.**

Prior to partnering with Ensignten, Oi faced multiple challenges around launching its new website, reducing call center costs, and consolidating marketing technologies. Oi sought to establish a customer-centric business model that would power personalized, one-to-one relationships with customers.

To meet the customer needs throughout the buying lifecycle, Oi mapped the customer journey and defined audience segments for key moments in the lifecycle. These included purchasing a phone, ordering services, billing, upgrading, and requesting support. But with only Google Analytics at its disposal, Oi had an incomplete view of the customer journey.

Additionally, Oi needed to reduce its operational costs and trim the costs associated with the 60,000 agents across their call center without sacrificing the quality of customer care. The costs for the call center exceed \$1 Billion USD, which to put in perspective represents 0.4% of the Brazilian GDP. Finding cost reduction initiatives for self-service is a major business objective.

Lastly, Oi's web architecture is a collection of several third party solutions that are embedded in iframes. For example the bill payment and FAQ systems are run as embedded systems inside of the Oi website. Tracking these solutions using traditional web analytics tools is extremely difficult because the header and footer of the webpages are hosted on Oi's systems, but the content in the iframes is hosted by third parties. Unfortunately, the existing web analytics tools counted a single page view as two pages due to this architecture.

**CHALLENGES:**

- Oi's web architecture was a collection of several third party solutions that were embedded in iframes
- Their existing web analytics tools counted a single page view as two pages due to third party solutions that were embedded in iframes
- Oi needed to reduce its operational costs and trim the costs associated with the 60,000 agents across their call center without sacrificing the quality of customer care
- Oi sought to establish a customer-centric business model that would power personalized, one-to-one relationships with customers

**SOLUTION:**

- Ensignten provided the foundation of Oi's marketing platform by synchronizing Oi's third-party marketing solutions
- Oi successfully deployed Adobe Analytics through a short implementation process, and created user administration rights that empowered a variety of levels to manage the analytics tags
- The Ensignten Data Layer (EDL) enabled data that was previously stored in silos to be seamlessly shared across third-party marketing vendors

**RESULTS:**

- Website visitor satisfaction is at an all-time high of 99%
- Helped Oi's e-business unit to increase online sales by over 1,000%
- Oi's website now has a bigger share in sales than all of their corporate owned retail stores combined

**“We appreciate Ensignten’s certification programs, and it’s clear they’re the type of organization that values folks who’ve made a commitment to their technology and excellence in deploying tags.”**

**Paul Lima**  
Managing Partner at  
Lima Consulting Group

**Solution: Ensignten provided the foundation of Oi’s marketing platform**

Ensignten provided the foundation of Oi’s marketing platform by synchronizing Oi’s third-party marketing solutions. Using Ensignten Manage™ -- an enterprise-level tag management system -- Oi successfully deployed Adobe Analytics through a short implementation process, and created user administration rights that empowered a variety of levels to manage the analytics tags. Oi developed a disciplined quality assurance process through customizable deployment workflows. The Ensignten Data Layer (EDL) enabled data that was previously stored in silos to be seamlessly shared across third-party marketing vendors and support persistent first-party data that Oi uses to refine customer targeting and experience optimization.

Despite 85 percent of Oi’s website containing embedded iframes, Ensignten Manage enabled a single view of visitor onsite behavior, eliminating the challenge of disjointed analytics across multiple page views. “We would still be architecting without Ensignten,” explains Paul Lima, Managing Partner at Lima Consulting Group, Oi’s digital consulting firm. “If we didn’t have Ensignten then we wouldn’t have been able to come up with a reliable architecture to make sure we didn’t double count the iFrames.”

**Results: Oi’s website now has a bigger share in sales than all of their corporate owned retail stores combined. Website visitor satisfaction is at an all-time high of 99%**

Ensignten significantly impacted Oi’s business by:

- Aiding Oi’s e-business unit to increase online sales by over 1,000% Faster
- Increasing transactions by moving customers to more e-care channels
- Decreasing call center costs by \$3.5 million USD
- Saving 1,400 hours in deploying tags and implementing web analytics
- Increasing reliability of the web analytics data across 3rd party systems
- Enabling rapid internal deployment of new digital technologies

Ensignten has helped Oi leap over the competition by delivering a more personalized customer experience based on rich analytics. Oi’s digital marketers can now:

- Collect and unite consumer digital data from any online data source
- Act on the data to personalize and optimize customer experience across online and offline touch points
- Optimize marketing programs with enhanced segmentation, profiling, targeting and personalization
- Trust their data like never before

“The complexity of establishing analytics was huge, as was the effort to coordinate the activities of two advertisement agencies, four business units and a host of consulting firms. Transforming the way Oi collected, owned and acted on customer data across every marketing channel and device would have been impossible without Ensignten,” explains Lima.

**ABOUT ENSIGHTEN**

Ensignten, the global leader in omni-channel data and tag management, is changing the face of digital marketing by transforming the way enterprises collect, own and act on their customer data across every marketing channel and device. Using the company’s Agile Marketing Platform (AMP), enterprises can now achieve true 1:1 marketing while accelerating the execution of their marketing initiatives and delivering superior user experiences.

Powered by its unique hybrid-tag technology, the Ensignten platform processes tag requests across 150+ countries, for companies transacting over \$1.9 trillion in revenue. The world’s leading brands (Microsoft, United Airlines, T-Mobile and Walmart) are achieving marketing agility through Ensignten’s single line of code implementation.

**ABOUT LIMA CONSULTING**

Founded in 2004, Lima Consulting Group (LCG) helps marketers develop, deploy and measure effective digital strategies. LCG serves as the trusted advisor to digital marketers in the Americas. LCG uses a series of proprietary methodologies to improve the Return on Marketing Investments through a multi-disciplinary approach with experts in strategy, data science, business intelligence, digital marketing and technology, while providing these services in the languages spoken throughout the Americas.

Digital marketers work with LCG deploys best practices to optimize acquisition, conversion, retention and engagement. For more information visit Lima at [www.LimaConsulting.com](http://www.LimaConsulting.com), and follow Lima on [facebook.com/LimaConsulting](https://facebook.com/LimaConsulting) and Twitter [@LimaConsulting](https://twitter.com/LimaConsulting).