

Product Data to Product Experience For TELCO

KEY FEATURES

- 224+ Raw DNA Features
- Input Extracted from Network/OSS/BSS/ERP/CRM and weather, social media & Demography
- 48+ Well Defined Input Entities
- 3 + Prebuilt DNA Packages
- Can Support 6+ ML Use Cases

KEY BENEFITS

- Prebuilt Solution
- Consistent & Optimized Customer Experience across product anatomy
- Easy to enforce product governance & associated rules
- Foundation for Product Experience Management Solution
- Compliments with Product Life Cycle Management (PLM) and "Product Experience Management Solution (PXM)
- Segmentation of volumes of data into metrics
- Increased revenue from these activities:
 - *Up-sell & Cross-Sell Products*
 - *What-If Analysis*
 - *Improved Brand*
 - *Product basket Mix Analysis*
 - *Increased Internal Efficiency leading to higher profitability*
- 8-10 Weeks of Implementation Time

OVERVIEW

Integral to a positive customer journey is the product experience management. Product DNA is the foundation to understand the value of a product, and their decision to purchase and become loyal. It focuses on the impact of product-related information on the overall customer experience. It encompasses all the processes, tools and activities needed to ensure that product information is consistent and consistently robust across all touch points, whether they belong to your company, or are owned and managed by a third-party, such as a channel partner or global marketplace

Product DNA bring much-needed rigor product data, assess the quality of product data wherever it exists in the digital universe, and shines a light on where product information is falling short, inconsistent or simply outdated. It is a tool that help the CSP tell its prospects and customers great stories about the products. They provide structure for all of the information the people within the organization created in order to promote and market the products. DNA systems were designed to solve the challenges of selling products across multiple channels, including those owned by third-parties.

Centralization

Product DNA collects product information data from wherever it resides, whether that's your website, mobile website, PWA site, channel partner sites, and so on. One can't gain consistency without a complete view of the current state of your product information. Once one have that holistic view, content teams can quickly see where they need to focus their time and attention in improving it and bringing descriptions up to day.

Assess Data Quality & Focus Resources

Poor product information can have a negative impact on your bottom line. According to the Akeneo survey, four out of five consumers said they would abandon a planned purchase if they discover the product information to be flawed or inconsistent.



Three in four consumers would switch brands following a poor product information experience. Product DNA systems offer tools to help organizations assess quality, levels of enrichment and consistency of their product data across multiple channels.

Enforced Governance Processes

The product itself is an ambassador of sorts for your company across. The people who read it will consider it your “truth,” and will judge your brand based on what it says. For this reason, it’s imperative that every piece of content, even if it’s just a three-line description listed in your brand’s store on Amazon, is absolutely correct. A PIM system allows you to create and implement governance processes around your product information. Some users have ownership over products and need the ability to approve or reject contributions sent in from other users. PIM allows you to set user-level permissions and rights

Optimized Customer Journeys

Every CSP presents product information to users at every step of their customer journeys, but they don’t always present the absolute “best” information at the right time. Product DNA system helps you answer the question: how can we deploy product information to lead consumers through their discovery, consideration, and decision-making phases? The first step is product discovery. Many Product DNA systems help brands better incorporate keywords into their web pages and across social media. They can also help brands create unique descriptions rather than display the same information provided by the manufacturer. All of these tactics improve the chances of consumers finding your site and product pages via the search engine.

Once they land on your site, what do they expect to see? In a post, Anatomy of the Buyer’s Journey, Leading Lights writes, “The product category page connects, the product detail page converts.” These two pages account for 70% of all page views, which means you need them to deliver useful content in those places. You may have a great blog post or configurator elsewhere on your site, but most customers expect to find all relevant details on the product category or product details pages.

Post 2021 there is a consistent gradual thinking among the product designers and evangelists that for any given product, the feedback about the product usage and the usability of the features must be automatically captured so that instead of waiting for the customer feedback or survey the CSP can take predictive and prescriptive measures using AI/ML techniques to include or stop the feature utilization.

Critical Base Information

To build Product DNA, one is required to have a very specific source of information as this information itself can act as a DNA string and there could be a bunch of derived information that can act as well DNA Matrix. Here is the list of critical information which constitute part of the Product DNA ecosystem.

PRODUCT DNA FOR CSP



APPLICATION	Describes details related to interactions generated by an application. An application refers to a software experience, such as a mobile or desktop application that can be installed, run, closed, or uninstalled by an end user.
SENSORS AND BEACON	Describes the wireless device that communicates identity information to mobile applications as mobile devices come within range.
BROWSER DETAILS	Describes details relating to a browser or application.
COMMERCE	Describes the records related to buying and selling Products (Activity Services, Gadgets Applications et all).
DEVICE	Describes the records related to buying and selling Products (Activity Services, Gadgets Applications et all).
ENVIRONMENT	The surrounding environment of an observed event, specifically detailing transitory information such as network and software versions.
EXPERIENCE CHANNEL	Describes an experienced channel. An experience channel represents a method or path for how digital experiences are consumed.
MARKETING	Describes marketing activities that are active with a particular touchpoint.
POINT OF INTEREST	Describes the geographic-related data where an event was observed.
PRODUCT LIST ITEM	Describes a product selected by a customer with specific options, pricing, and usage context for a specific point of time.
SUBSCRIPTION	Describes licensed entitlements to software, services, or goods that are utilized based on time or usage.
SUBSCRIPTION DETAILS	Details for specific telecommunication subscription types, such as internet, mobile, media, or landline.

Critical Derived Information

In addition to the basic critical information, Product DNA also holds a series of derived measures to provide you with a complete Product 360

- A.** Product DNA summarizes revenue and usage measures and customer activity like activations, deactivations, suspensions, and reactivations over time, market, and a set of customer segmentation criteria. It can be used to highlight differences in usage and activity among different customer segments. Customers are segmented by usage levels and whether a customer is the best customer, market, price plans, channels, longevity, and combinations of these. In the table below it would be mentioned as A

PRODUCT DNA FOR CSP



- B.** Product DNA also contains revenue and usage measures broken out by time since the promotional contact, a set of customer segmentation criteria, and a set of promotional events intended to increase usage. Customers are segmented by usage levels, markets, price plans, channels, longevity at the time of promotion, and combinations of these.
- C.** Product DNA also contains a count of activations, deactivations, suspensions, and reactivations of service broken out by time, a set of customer segmentation criteria, and a set of promotional events intended to decrease churn. Customers are segmented by usage levels, markets, price plans, channels, longevity, and combinations of these

A	B	C
Analyzed across dimension <ul style="list-style-type: none"> ● TIME ● MARKET ● ACCOUNT-CLASS ● CHANNEL ● PRICE-PLAN ● LONGEVITY 	Analyzed across dimension <ul style="list-style-type: none"> ● TIME-SINCE-PROMOTION ● MARKET ● ACCOUNT-CLASS ● CHANNEL ● PRICE-PLAN ● LONGEVITY AT PROMOTION, ● PROMOTION-ACTIVITY 	Analyzed across dimension <ul style="list-style-type: none"> ● TIME-SINCE-PROMOTION ● MARKET ● ACCOUNT-CLASS ● CHANNEL ● PRICE-PLAN ● LONGEVITY AT PROMOTION, ● PROMOTION-ACTIVITY
Number of Subscriptions	Number of Subscriptions	Number of Subscriptions
Type of Consumption and Total Number of Consumption per Unit Type	Number of Promotional Contacts	Number of Promotional Contacts
Total Revenue (and Total Revenue per Subscription)	Percent of Subscribers Contacted	Share of Subscribers Contacted
Tier 1 Revenue and Consumption (and Tier 1 Revenue and Consumption per Subscription)	Total Consumptions (and consumption per subscription)	Number of activations
Tier 2 Revenue and Consumption (and Tier 2 Revenue and Consumption per Subscription)	Total Revenue (and Total Revenue per subscription)	Number of voluntary suspensions of service (and rate per 100 subscriptions)
Tier 3 Revenue and Consumption (and Tier 3 Revenue and Consumption per Subscription)	Tier 1 Revenue and Consumption (and Tier 1 Revenue and Consumption per Subscription)	Number of involuntary suspensions of service (and rate per 100 subscriptions)
Share of Revenue by Market	Tier 2 Revenue and Consumption (and Tier 2 Revenue and Consumption per Subscription)	Number of total suspensions of service (and rate per 100 subscriptions)
Share of Revenue by Account Class	Tier 3 Revenue and Consumption (and Tier 3 Revenue and Consumption per Subscription)	Number of reactivations from voluntary suspensions of service (and rate per 100 subscriptions)
Share of Revenue by Channel	Share of Usage Revenue by Market	Number of reactivations from involuntary suspensions of service (and rate per 100 subscriptions)
Share of Revenue by Price Plan	Share of Usage Revenue by Account Class	Number of total reactivations from suspensions of service (and rate per 100 subscriptions)
Number of Activations	Share of Usage Revenue by Channel	Number of voluntary deactivations of service (and rate per 100 subscriptions)
Number of Disconnects	Share of Usage Revenue by Price Plan	Number of involuntary deactivations of service (and rate per 100 subscriptions)
Number of Suspensions		Number of total deactivations of service (and rate per 100 subscriptions)
Number of Reconnects		Voluntary Approximate Churn Rate
Churn Score (and Churn Score per Type of Consumption)		Involuntary Approximate Churn Rate
		Total Approximate Churn Rate.

PRODUCT DNA FOR CSP



CONCLUSION

Product DNA drives Internal Efficiencies. Internal teams will reap multiple efficiencies from a system, beginning with the workflows and data governance, that you can put in place to finally own and control your Product Experience. It also delivers efficiencies around the process of creating new product descriptions, implementing the right rules in terms of length, additional assets, and so on, as well as built-in approval workflows to obtain sign-off before the product information goes live in any channel. For instance, if you add a new product to a product matrix, there's no need to recreate the product information, as it can inherit the descriptions automatically. It can also automate a lot of manual work via intuitive automation, custom rules, and bulk updates. Teams can even export data for print catalogs or syndicated channels. Additionally, you can create a Product DNA portal for your sales team to access while on the road or on a tradeshow floor. Rather than wade through spreadsheets and hunt for data in emails, a portal allows them to access accurate product details and assets which they can customize on the fly for the prospect. As noted above, accurate product information goes a long way in building customer's confidence and closing new business.

CONTACT US

For more information about **PRODUCT DNA FOR CSP**, visit ebiw.com or call to speak to an EBIW representative.

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