How Batelco Leveraged MoEngage's Capabilities to Personalize Engagement and Increase App Users by 35%

About Batelco & Beyon:

Batelco, a company by Beyon, is the leading telecommunications provider in the Kingdom of Bahrain. Batelco serves the consumer, enterprise and global markets by providing cutting-edge connectivity solutions.

Beyon is a leading technology conglomerate headquartered in Bahrain, strategically positioned to serve the growing digital needs of the region and beyond. Beyon is focused on building a thriving international digital portfolio spanning various sectors like financial services, ICT solutions, cybersecurity, gov-tech, and more.

Results

In their marketing and customer engagement initiatives between July and December 2023, Batelco was able to increase:

77% ↑
Average MAUs

18% ↑
Average DAUs

10% ↑
Stickiness

moengage

Single View of Communication and Event-based Campaigns Remained a Top Priority for Batelco

Batelco recognized the importance of enhancing its engagement capabilities to build seamless customer experiences. To achieve this goal, they utilized various channels such as Email, SMS, and Push notifications, ensuring diverse options for engaging with customers.

The brand realized that using multiple channels created a limited view of customer interactions across these channels.

With a bold and strategic vision, they aimed to onboard an omnichannel marketing platform to unify their communication channels, improve customer engagement and build seamlessly personalized customer experiences.

Batelco's decision to unify their engagement strategy had the potential to positively impact overall customer satisfaction while increasing customer engagement and retention. Moreover, they planned to develop innovative event-led retention campaigns, showcasing their dedication to re-engaging and nurturing their existing customer base.

"In today's competitive landscape, understanding and engaging with our subscribers on a deeper level is critical. Our customer interaction data was scattered across multiple systems and channels, hindering our ability to glean valuable insights.

Partnering with MoEngage, enabled us to centralize customer interaction data, personalize our communications, and drive meaningful interactions. This has empowered our marketing team to make better data-driven decisions and drive measurable business impact."

Kamran Bader
Group Director Data & Analytics
Beyon

"We constantly strive to find innovative ways to connect with our customers and drive brand loyalty. MoEngage has helped us unify our marketing communications on one platform.

We can now deliver personalized communication across all touchpoints, creating seamless customer journeys that resonate with our customers by leveraging their preferred times and channels. This has resulted in a significant boost in customer experience leading to increased customer engagement and retention."

Dalia BuQais
Head of Marketing Communications
Batelco

moengage

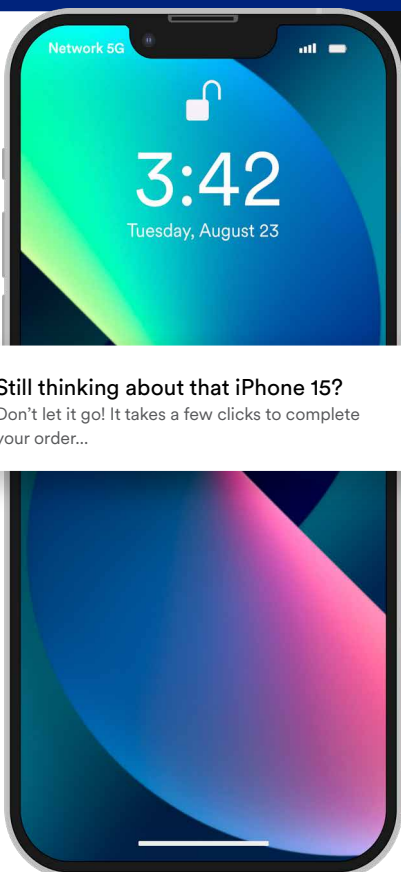# Omnichannel Journey Orchestration Helps Batelco Drive Conversions

Leveraging Multiple Channels to Drive Engagement

After onboarding and successfully migrating to MoEngage, Batelco created omnichannel customer journeys that leveraged different channels of communication, such as push notifications, emails, and SMS. Each customer's journey was unique based on their preferred communication method. The types of campaigns they focused on were:

- Retention Campaigns
- Conversion Campaigns
- Up-selling and Cross-selling

For instance, one campaign focused on notifying customers who have browsed for certain products like an iPhone to complete their purchase by indicating limited availability of stock.

Network 5G

3:42
Tuesday, August 23

Still thinking about that iPhone 15?   2m ago
Don't let it go! It takes a few clicks to complete your order...

241% ↑ CTR
Push notification uplift was observed

The same trend was observed for Emails

58.3% ↑ CTR
Open Rate Uplift

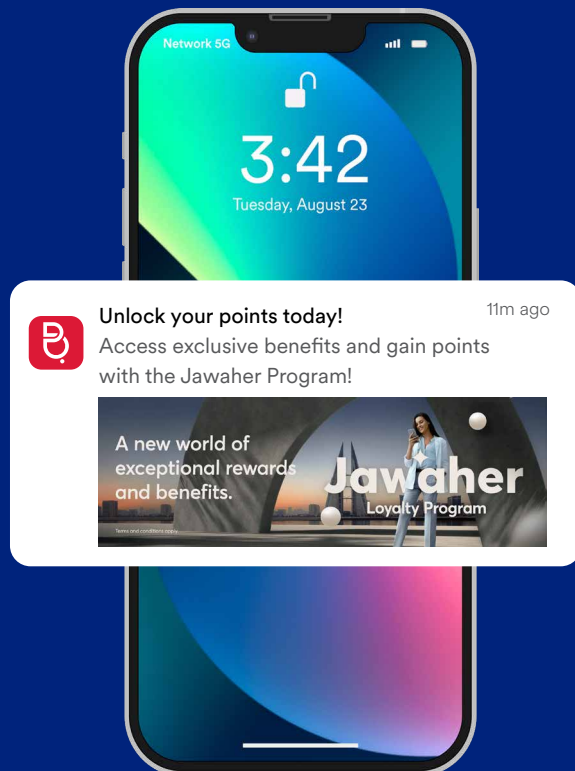**moengage**

Understanding Preferences and Adopting a Multichannel Approach With Journeys

Post seeing the success of engagement across individual campaigns, Batelco started leveraging other capabilities of MoEngage, like Best Time to Send and Channel Preferences. With the help of this data, they built event-triggered journeys.

For instance, one of the journeys Batelco created was around customer onboarding.

Unlock your points today! 11m ago
Access exclusive benefits and gain points with the Jawaher Program!

A new world of exceptional rewards and benefits.
Jawaher Loyalty Program

Batelco also built separate journeys for each of its products verticals, such as:
● Prepaid and Postpaid
● Mobile and Fiber Broadband

Due to Batelco's ability to slice and dice data and create specific segments, it became easy for them to create these journeys.

Additionally, using insights around the best time and channel, led the telecom brand to achieve higher conversion rates.

WHAT HELPED BATELCO?

Batelco built various customer journeys and ensured communication sent was relevant and limited.
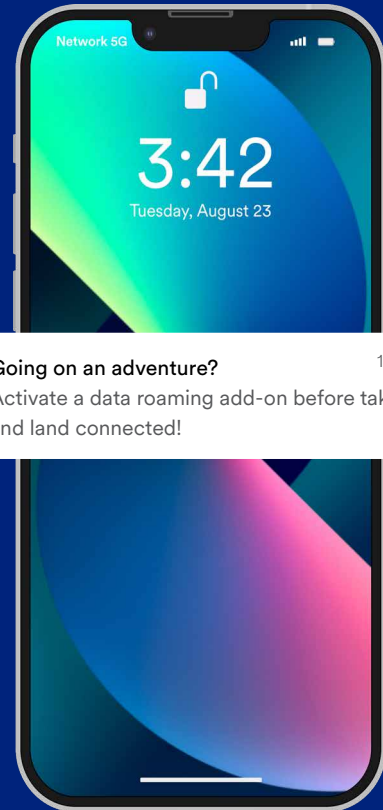
moengage

Building Campaigns Based on Geolocations

Batelco, being the largest telecom provider in the country, developed a location-based campaign to engage with its customers at pre-defined locations.

Location data was easily integrated with MoEngage to enable event-triggered campaigns based on customer location.

As an example, customers at the airport were pushed personalized notifications about Roaming add-ons before they travel out of the country.

Network 5G

3:42
Tuesday, August 23

Going on an adventure?   11m ago
Activate a data roaming add-on before take off and land connected!

moengage

Results

Overall, through all the engagement activities between July and December 2023, Batelco was able to increase:

77% ↑
Average MAUs

18% ↑
Average DAUs

10% ↑
Stickiness

Additionally, using MoEngage, Batelco was also able to improve its operational efficiencies and saved valuable resource time.

Overall Performance:

35%
Mobile App users increased

MoEngage's Capabilities Used by Batelco

Mobile Push Notification suite   Email Campaigns   SMS Automation

RFM Segments   Customer Insights and Analytics

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1500 global consumer brands such as Commercial Bank of Dubai, Mashreqbank, AMC Theatres, GMG, Deutsche Telekom, Samsung, Ally Financial, Vodafone, Landmark Group, and McAfee. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion monthly users. With offices in 13 countries, MoEngage is backed by Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

Get a demo of MoEngage today!

moengage