

Acxiom Solutions for Utilities and Telecommunications



Strategies for customer acquisition, management and retention

Utility and telecommunications providers are challenged with improving acquisition and retention strategies for both business customers and consumer households across a number of competitive markets. These include gas, electricity, dual fuel, green energy, water, cable, satellite, landline, broadband and mobile telecommunications services.

As a leading provider of a broad range of data-based marketing and information management solutions, Acxiom has proven results across both the telecommunications and utilities sectors.

Acxiom solutions help to improve overall profitability and future business potential by achieving a range of objectives. These include:

- Acquisition
- Improving Customer Retention
- Driving customer profitability through cross-sell and up-sell
- Market analysis and segmentation
- Brand re-positioning

Customer Acquisition, Cross-Sell and Up-Sell

- Target geographical areas with a high penetration of potential switchers. Identify businesses and households:
 - Before they move using Acxiom's Pre-Mover Trigger Data. (During the three-month relocation period, consumers are more likely to change service providers)
 - With reported environmental interests for green energy services
 - Where mobile phone contracts are due to expire
- Identify potential or existing broadband and Pay TV users
- Work with Acxiom on:
 - B2B lead generation and targeted business information
 - Tailored consumer survey programmes to build more detailed and qualified information and gain greater customer insight

About Acxiom

At Acxiom we make information intelligent. As the global leader in customer information management, we transform data into actionable business insight — and we do it better than anyone else. Acxiom's enterprise information solutions help the world's largest and most successful companies increase revenue, reduce cost, improve profit and lower risk. Our industry-centric lines of business include:

- Data
- Data Services
- Customer Data Integration
- Customer Information Solutions.

Customer Retention and Value

- Enhance customer databases with Acxiom lifestyle data to deepen your understanding of customer and business groups
- Build, maintain and utilise unbeatable Single Customer Views for insight, planning and marketing communications
- Comprehensively profile to segment by customer type, based on value, length of subscription etc. Identify customers' lifestyles or business attributes to gain greater insight into evolving service requirements
- Identify high-value customers and target with additional services appropriate to building loyalty and maximising lifetime value
- Host, maintain and manage your data using a specialised, industry-specific database and data access/analysis solutions
- Build bespoke segmentation using transactional customer information and Acxiom lifestyle data to predict and guard against customer churn
- Work with Acxiom to build your own models for predicting customer behaviour, including method of payment, or cross-sell or up-sell of additional services

Market Insight

- Identify high potential areas, e.g. according to dissemination of switchers, for regional utilities through geographical mapping of data
- Analyse and report on customer behaviour and motivations, such as reasons given for changing providers
- Define geographical sales territories with the best door-to-door targeting opportunities
- Assist with site location of communications outlets based on area profiles
- Utilise Acxiom's unique segmentation tools to identify optimum candidates for offers based on business attributes or behaviour, and consumer lifestage and demographics

Our commitment to data quality

Delivering the highest quality data to our clients is vital to Acxiom's corporate mission. We believe that accurate, timely consumer information is a critical component of successful Customer Relationship Management. To that end, Acxiom employs a unified, company-wide data quality management system for evaluating each of our individual data products. Our best practice include complex methodologies for the continuous measurement, analysis, benchmarking, trending, and improvement of data quality. In addition, Acxiom is committed to researching and creating new technologies that enhance information quality and sharing these innovations throughout our enterprise and industry.

	Acquisition	Retention	Cross Sell	Insight
InfoBase® Business	✓			
InfoBase® Consumer	✓			
BehaviourBase	✓			
FirmographicX		✓	✓	✓
PersonicX		✓	✓	✓
PreMovers	✓	✓	✓	
Consumer Survey Programme	✓	✓	✓	✓
B2B Lead Generation	✓	✓	✓	✓

See how Acxiom can work for you.

For more information, visit our website at

www.acxiom.com.au or call:

1300 ACXIOM



Acxiom's view on privacy Acxiom is a global thought leader in addressing consumer privacy issues and earning the public trust. We build great relationships with our clients and help them build great relationships with their customers by turning compliance challenges into opportunity. Acxiom fosters trust-based relationships by delivering customer and information management solutions that facilitate privacy compliance and preference management. Acxiom was the first company in the data services industry to appoint a chief privacy officer to advance policies and oversee compliance. Acxiom has a team of privacy specialists dedicated to understanding the complex issues of information flow and consumer choice, as well as crafting and enforcing responsible privacy best-practices. We continually educate consumers, our clients and every Acxiom associate about proper privacy policies and conduct.

Acxiom is a member of the Australian Direct Marketing Association.

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