



MEDIA & ENTERTAINMENT SUCCESS STORIES

**LEARN HOW COMSENSE CUSTOMERS ARE LEVERAGING
AI-POWERED PREDICTIVE CUSTOMER ANALYTICS AND MARKETING
AUTOMATION TO REVOLUTIONIZE CUSTOMER ENGAGEMENT**

We Eat Elephants For Breakfast!

- **BI Dashboards: 110+**
- **Emails Sent: 2Bn+**
- **Customer Records: 185 Mn+**
- **Processes Automated: 120 +**
- **Mobile Devices: 75 Mn+**
- **Predictive Models: 115+**
- **Integrations: 35+**

EXPERIENCE THE COMSENSE DIFFERENCE

Comsense Technologies is a global consulting firm run by Ex. Directors from **Big 4 Consulting** and Fortune 500 companies. We bring solutions that combine the power of Robotic Process Automation, Predictive Customer Analytics and Cognitive Marketing Technology with a focus on **BFSI, Retail, Media and Healthcare** industries.

We empower businesses to engage with their customers, seamlessly exchange data, automate processes, predict next-best actions, improve productivity and save costs. We provide cutting edge solutions to the offices of CMO, CIO & CFO.

Besides a state of the art Development Centre in Pune and offices in USA, Germany, South Africa & Singapore, we have a highly enthused and creative team of 150+ artists, engineers, data scientists, marketers and marketing technologists, who deliver results on solid foundation of **Extreme Ownership**.

CASE STUDY 1

**ONE OF INDIA'S LARGEST
PUBLICATION HOUSES WITH
A CIRCULATION OF 1.2MN+
GOES OMNI-CHANNEL WITH
WATSON CAMPAIGN
AUTOMATION**



BUSINESS CHALLENGE

The client, a large publication house, was facing stiff competition, resulting in **declining readership and stagnant subscriptions**. It was becoming difficult to acquire new readers as well as provide existing readers with up-to-date news. Siloed marketing efforts led to further problems as there was no clarity on the preferences, behaviors, locations, or channels used by readers.



APPROACH & SOLUTION

Comsense MarTech professionals devised a fully integrated marketing strategy and implemented Watson Campaign Automation to redefine the experience for readers. **WCA enabled teams to gather behavioral and geographical-related data** to send targeted and preference-based news to readers. This was also coupled with:

- **Tracking of total visits** (new and returning) by site, top views by page and visits by source e.g. direct, Google, country, etc.
- **Double opt-in form** embedded on the website to acquire new valid readers
- **Send-time optimization** to boost open rates
- **Geo-fencing** to provide the required location inputs to deliver location-based news
- **Active** social media engagement



BUSINESS IMPACT

- Drastic increase in subscriptions and new readers
- Increased response ratio of more than 50% by the third month of engagement
- Proactive news and up-to-the second updates helped built loyalty and advocacy
- Asserting market dominance and perception as one of the most trusted news sources
- Omni-channel experience for readers and single view of reader for the client

Technology / Tools:

IBM Watson Campaign Automation,
MS SharePoint CMS, Adobe Creative Suite

CASE STUDY 2

**A LARGE PUBLICLY LISTED
INDIAN NEWS MEDIA
COMPANY WITH 190MN+
VIEWERSHIP DEEPENS
VIEWER ENGAGEMENT**

MARKET
BUSINESS
TASKS
DIGITAL
IN CREA
FRAS

DECISION
TRAINED
CAREER
PROSPECTS

expert
advice





BUSINESS CHALLENGE

Across its various news networks and services, the **client maintains a large viewership**. While great for ratings, this success made it difficult for the firm to gain clear insight into the **millions of people** that tuned in to its various broadcasts. **Lacking visibility into the demographics** of its viewers, the company had been sending blanket emails to all of its subscribers, but the broadcaster could not even determine which viewers were actually opening or reading these communications.

Hoping to build greater engagement, the Client wanted to reach out to its viewer base with **personalized marketing messages**, but the firm lacked the tools necessary to effectively **track viewer behavior** and craft these targeted communications.



APPROACH & SOLUTION

- Deployed an **omni-channel engagement** platform for the viewers to simplify communication between broadcaster & viewers
- Created a **single profile of each viewer** by pulling customer data from multiple marketing systems with UBX
- Captured and organise viewer data to develop targeted marketing based on specific demographics and subscribers
- Viewer polling based on **captured preferences to deepen customer engagement**
- Two-way text messaging platform that allows viewers to easily communicate with the broadcaster in real-time



BUSINESS IMPACT

- In <30 days to fully deployed omni-channel solution
- Single profile of each viewer providing greater visibility into viewer behaviour
- Real-time engagement with viewers
- Streamlined communication between viewers and broadcasters
- Context- and time-sensitive information at the right moment to pique engagement and interest

Technology / Tools: | Watson APIs, UBX,
| Watson Campaign Automation

CASE STUDY 3

**ONE OF INDIA'S LEADING
NEWS CHANNELS WITH
A VIEWERSHIP OF 238MN+
DEPLOYS MARKETING
AUTOMATION AND
INCREASES VIEWERSHIP
BY 18%**



BUSINESS CHALLENGE

The client was using traditional & disparate marketing tools. There was **no connect between the viewers and the client**. The client was failing to respond to the growing needs of viewer communication. The viewership too was dwindling.



APPROACH & SOLUTION

Comsense's MarTech professionals deployed an **integrated marketing automation platform** that helped the client to capture viewer behaviour.

Targeted campaigns through Omni-Channel Marketing widened the reach and resulted in better understanding of interests. This enabled the client to:

- Develop and deliver content that matched interests
- Establish a **two-way communication with viewers** over mobile channel



BUSINESS IMPACT

- Campaign response ratio was up by 75% in less than 3 months
- 18% Increase in viewership
- Recognising customer needs in advance & delivering timely and relevant content that matches interests

Technology / Tools: | WCA, Datasense, UBX

CASE STUDY 4

**LARGEST SATELLITE TV
SERVICES COMPANY IN
MAURITIUS **REDUCES CHURN**
BY 11% USING PREDICTIVE
ANALYTICS**



BUSINESS CHALLENGE

The client wanted to draw insights from their data to clearly understand the **factors that are influencing customer churn** and wanted to take all proactive steps to reduce it, thereby securing the future revenues and to **increase the customer lifetime value**.



APPROACH & SOLUTION

- The Comsense datascience team created a data lake to **consolidate all the customer data** from various sources such as portal data, transactional data, and app data, marketing campaign data
- The customer profiles/persona based on advanced segmentation were created by integrating the said data that included **analyzing unstructured data** like complaint data.
- The data science team then bucketed various parameters that were influencing churn using **Classification and Regression (C&R) Tree node** which is a tree-based classification and prediction method.
- Decision List models identified subgroups or segments that showed a higher or lower likelihood of a binary (yes or no) outcome relative to the overall sample.



BUSINESS IMPACT

- Dynamic churn prediction model helped company to reduce churn by 11 % in less than five months
- Insight-driven services transformation led to a sales uplift of 14%
- Improvement of core operations focused on managing key factors influencing churn
- Strong improvement in customer experience scores and NPS by 1.5 X

Technology / Tools: Python and R, Amazon Redshift, Power BI, Rest APIs, Datasense for data exchange



TESTIMONIALS

“

This group rocks! When I was willing to go for minimum viable project, they pushed for something better. In the end, their idea was really better because it completed the loop and it helped us generate the desired results

Amelita Tamayo,
Marketing Adviser, Standard Insurance, Phillipines

“

They are the best when it comes to Marketing Automation services. They are Professional, Knowledgeable and highly creative bunch of marketing technologists who have helped us build and execute great campaigns that has got our company many qualified leads that converted!

Sanjay Jalagam
MD, Element Blue, Dubai

“

There is an excellent team of results-driven data scientists who not only understand client needs but are also very proactive. Across all the touchpoints the quality has been of very high standards. They are the first firm I call for any data science related projects

Amit Goel,
CIO, Metropolis Healthcare, India

“

The caliber of the representatives that we've had conversations with has been excellent

Uzair Faruqi
Head of Analytics, mjunction (World's largest e-market for steel & chemicals), India

“

The amount of industry knowledge and expertise in required technologies for such a young company was impressive

Cururaja Murthy,
IT Director Swissotel, Japan

Let's Think
together

comsense[®]
Bridging Technology & Business



Throw Us A Challenge

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