

See beyond your brand journeys with Journey Insight™

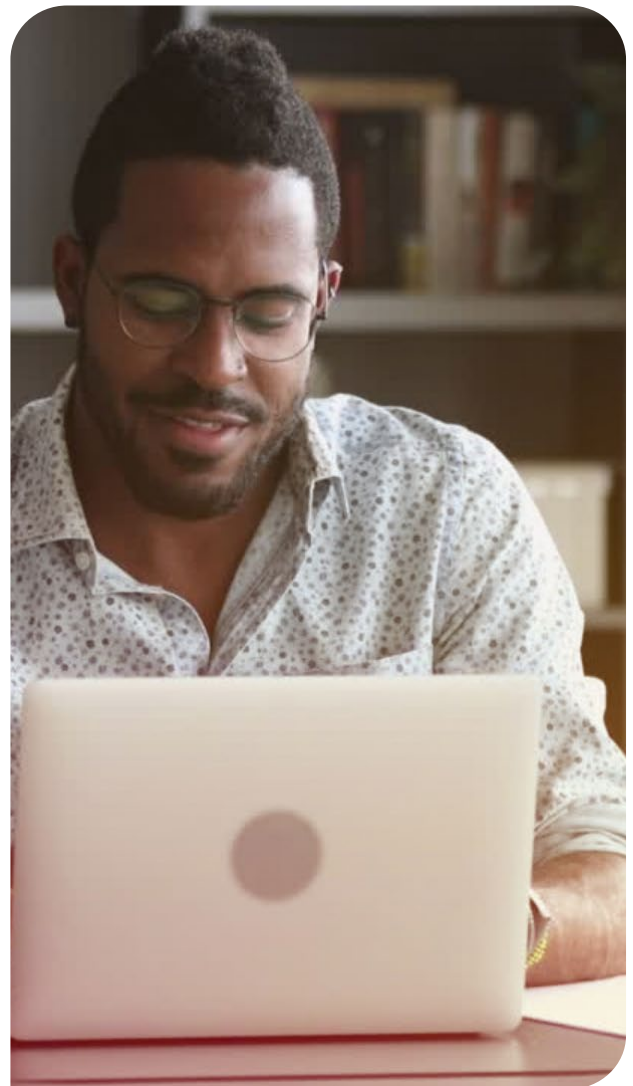
How a Leading Telco utilized Alterian's Journey Insight™ to better understand online journeys across their brand and their competition.

Your brand is only part of the journey. You need to see the rest.

Journey Insight™ by Alterian provides complete visibility into online customer interactions with your brand, competitors, and everything in between. When a Leading Telco wanted an efficient and effective way to improve its visibility of the entire online competitive landscape, Journey Insight™ was the perfect solution, particularly as it required no IT involvement. It delivered crucial insights that enabled them to understand online customer journeys, pinpoint customer frustrations, and discover key market insights to boost revenue and market position.

KEY BENEFITS

- Compare your brand versus competitors
- Zero IT involvement – it's simple
- View real activity – no more guesswork
- See beyond your brand



By understanding the full online customer journey with Journey Insight™, from initial engagement to post-purchase, this Leading Telco brand was able to compare itself to competitors, gain market insights, and make informed decisions to optimize retention and growth strategies.

Understand the Market Landscape

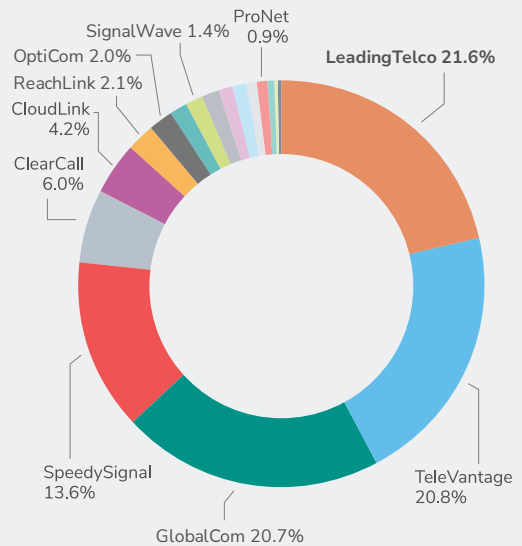
Simply start with a list of known competitors, Journey Insight™ then forms a specific business and geographic focus area out of billions of available data points in the system.

In this case, this Leading Telco has emerged as the market leader, commanding the largest individual share at 21.6% of the total market. Additionally, it holds a significant presence in market, ranking second with 26.2% of event frequency. Analysis also reveals that the Leading Telco shares its market space with four major competitors, showing distinct overlap with these brands rather than smaller brands in the industry.

US Telco Industry Counts*

All organizations by Percent Individuals

18 Organizations	445K Individuals	11.7M Events
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KEY INSIGHTS



21.6%

total market share



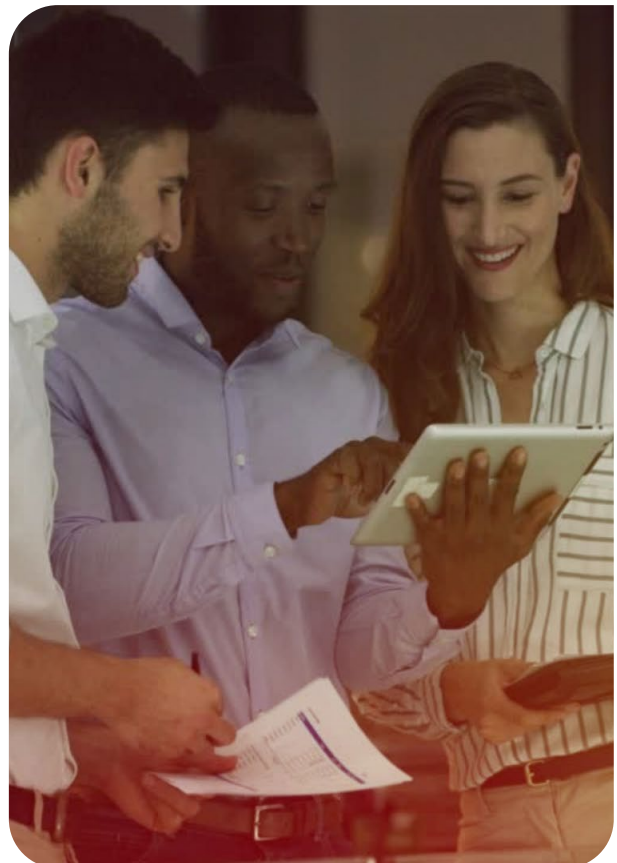
26.2%

share of event activity



8.8%

competitor crossover



Uncover more than just your brand journeys

Journey Insight™ goes beyond simply analyzing your brand. Rather, it analyzes the entire market landscape to reveal unknown competitors and demonstrate how search engines, comparison sites, and social media platforms play a role within the online journey and impact customer interactions with your brand.

Additionally, Journey Insight™ identifies key events that significantly affect journey outcomes. For instance, when customers browse during their journey, competitors like Amazon often intervene. In a detailed analysis of this Leading Telco's online journeys, an extra 32 companies were identified beyond the original set, with Telcos constituting 62% of the journey and retailers like Amazon accounting for 27%.

KEY INSIGHTS



32

extra companies discovered in Telco vertical's online journeys



30%

were search engine sites



17%

competitors were pure play phone manufacturers

US Telco Industry Counts*

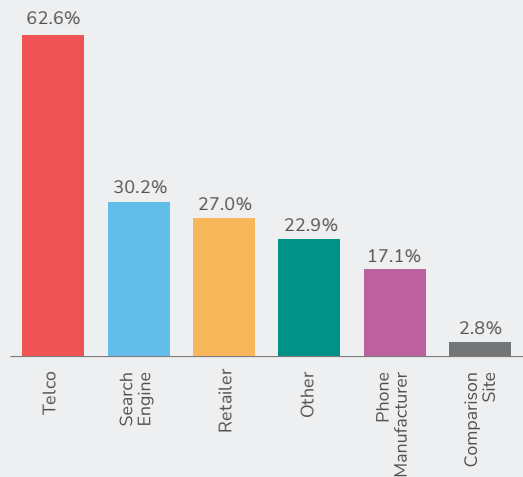
Total Individuals — Company Categories

50

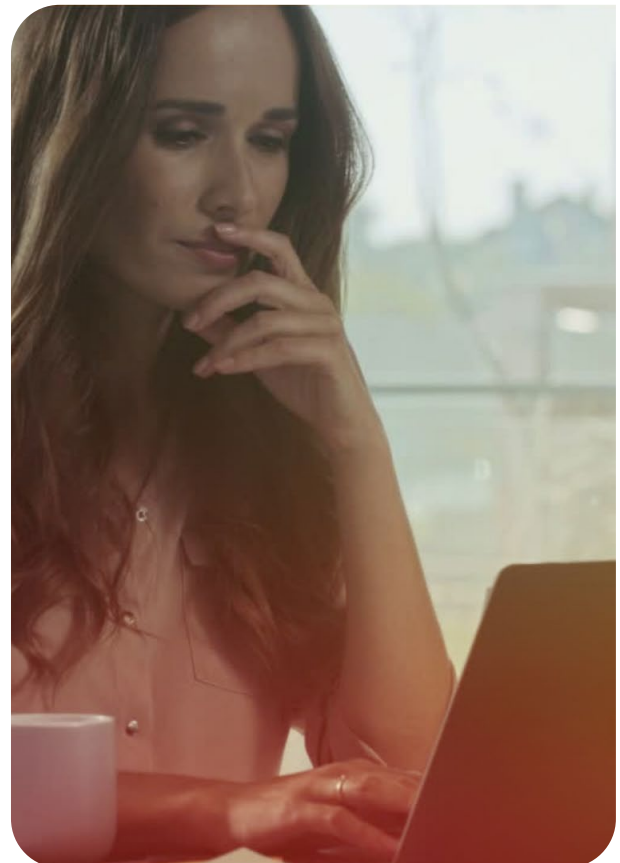
Companies

708,400

Individuals



INDIVIDUALS BY CATEGORY



Visualize the full online journey

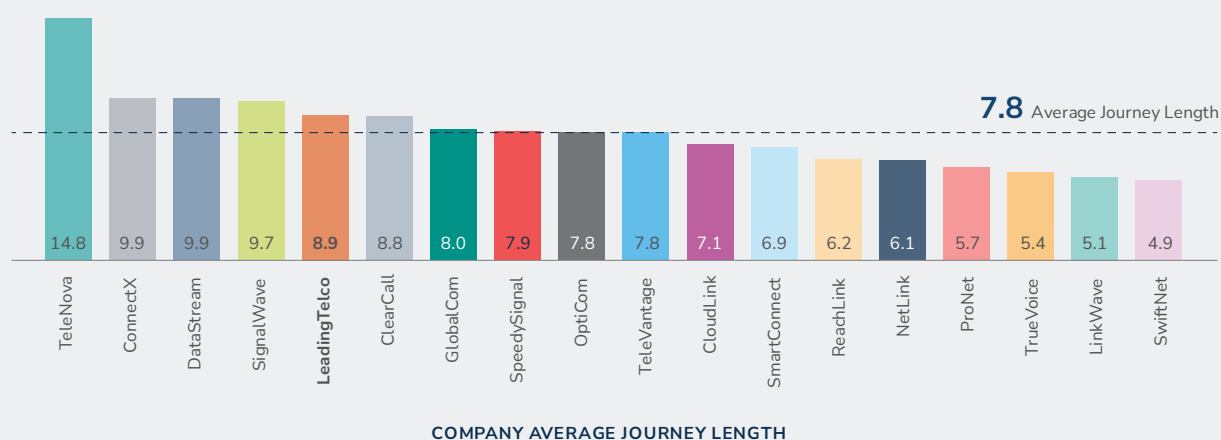
Journey Insight™ offers a panoramic view of your customers' entire online journey, highlighting where they engage, hesitate, and turn to competitors. This means you can see your competition and compare their position to your own. With Journey Insight™, this Leading Telco was for the first time able to zero in on critical touchpoints like the purchase flow, analyzing the events before and after these interactions for a deeper understanding.

The average online journey length in the Telco industry is 7.8 on a benchmarked scale, yet this Leading Telco underperforms with a longer average of 8.9. However, it excels in journey position, averaging 1.3 compared to the industry standard of 2.0, outpacing many competitors. To maintain its competitive edge, it needs to shorten its journey length while maintaining its superior position.

Significantly, Amazon.com, Yahoo.com, and Google are key referral sites, whereas social media referrals are notably low. Competitor benchmarking shows this is an anomaly. The Leading Telco should capitalize on this insight to leverage social channels for untapped acquisition opportunities.

US Telco Industry Insights*

Telco Average Journey Lengths



KEY INSIGHTS

7.8

is the average journey length for the Telco vertical

12%

The Leading Telco had a higher journey length compared to vertical average

1.3

The Leading Telco had a high average journey position

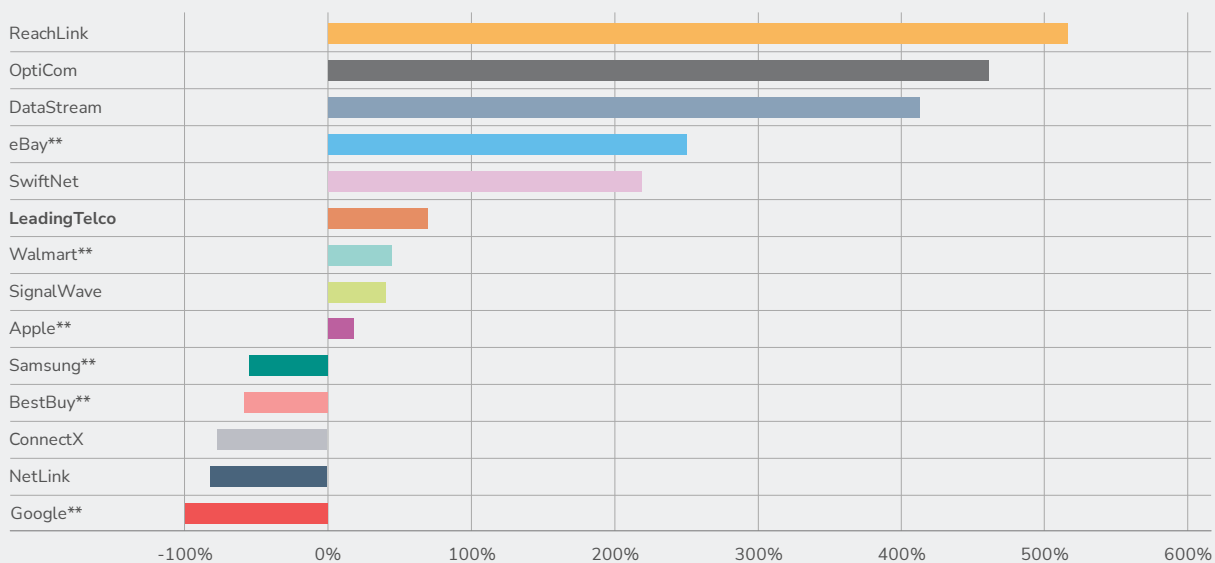
Leave guesswork behind with Journey Insight™

Journey Insight™ enables you to benchmark your brand's conversion rates and identify competitive strengths and weaknesses. Analysis of purchase journeys revealed specific paths where the Leading Telco lost to both known and previously unknown competitors. It also showed that customers comparing multiple providers were less likely to choose the Leading Telco during their purchasing journey. However, if the purchaser stayed within their online journey with the Leading Telco, the brand converted the purchasers an average of 1.7 times to other competitors.

It was also clear that challenger brands had high conversion rates. However, this Leading Telco had a larger customer base. Choosing to prioritize customer retention rather than trying to compete directly with challenger brands on pricing could provide the Leading Telco with a strong opportunity to strengthen loyalty among its existing customers and increase revenue.

US Telco Industry Insights*

Performance at Conversion



** = Discovered

CONVERSION PERFORMANCE PERCENTAGE

KEY INSIGHTS

One direct competitor was 5 times more likely

to win the conversion in the purchase than lose.

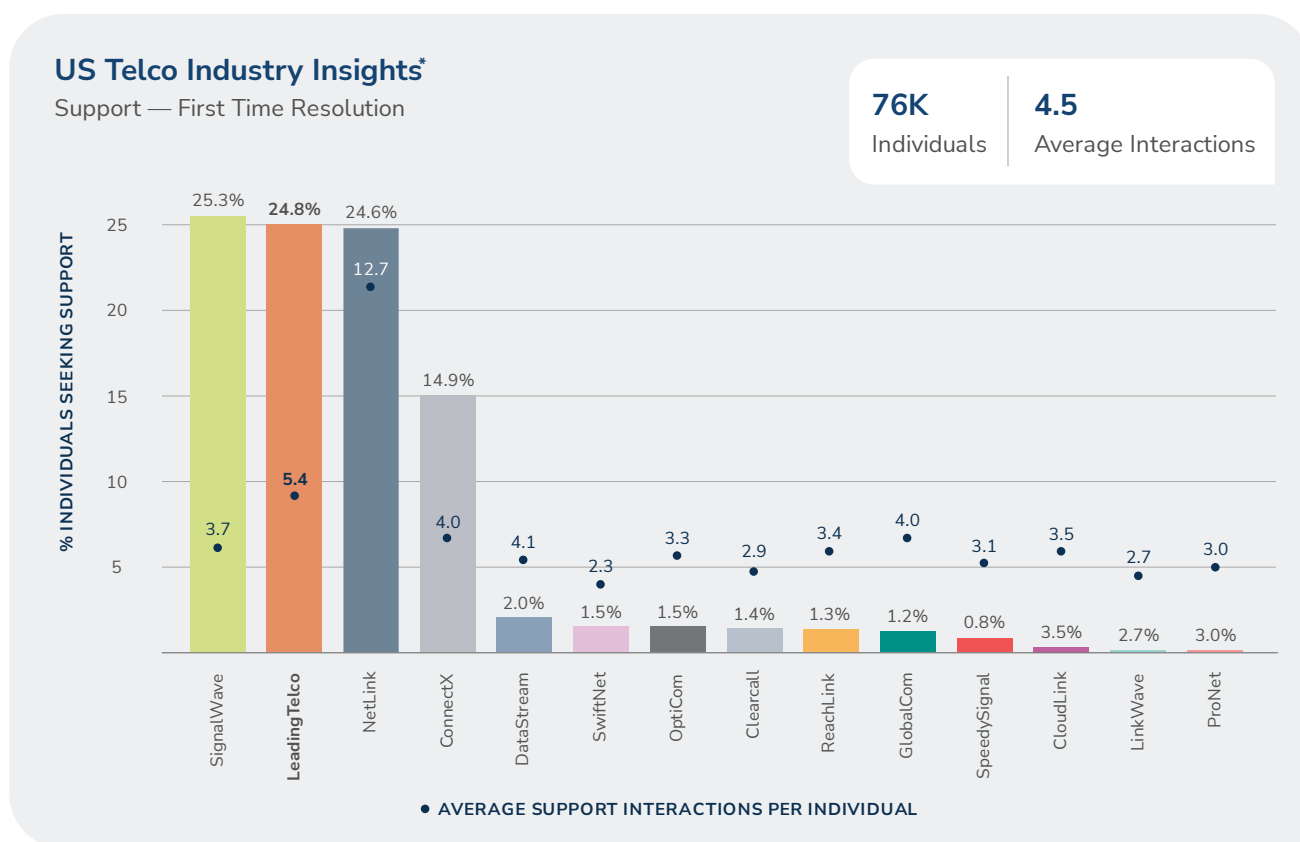
When compared to its competitors, this Leading Telco won, on average,

1.7 times.

See where you stand in a specific lifecycle journey

For deeper brand custom insights, specific lifecycle areas can be thoroughly explored. This Leading Telco provider assessed its support journey performance, noting a high first contact resolution rate of 5.4 interactions, compared to many competitors (the overall average resolution time was 4.5 interactions).

Using Journey Insight™, the Leading Telco analyzed competitors' support strategies and discovered many had effectively integrated a customer feedback system. This insight led them to implement their own customer surveys to enhance digital interactions and lower resolution times.



KEY INSIGHTS

4.5

average online resolution rate for Telco vertical

5.4

the Leading Telco's below-average resolution rate

14.8

per resolution, the peak of one brand

Conclusion & Next Steps after Journey Insight™

Through comprehensive analysis using Alterian's Journey Insight™, the Leading Telco provider gained profound insights into its market position and customer behavior against its competitors. This has affirmed its status as a dominant player in the Telco industry, with a 21.6% market share, however they had a longer than average journey length at 8.9 as well a high first contact resolution time for support at 5.4 times compared to the average for 4.5. Moving forward, the Leading Telco is set to harness these insights to fine-tune its customer journey strategies.

1

OPTIMIZING ONLINE JOURNEYS

Focusing on reducing the overall journey length while maintaining a superior journey position to enhance customer retention and compete effectively.

2

EXPLOITING UNTAPPED CHANNELS

Addressing the low referral traffic from social media by leveraging these platforms for better customer acquisition and engagement.

3

ENHANCING CUSTOMER INTERACTION

Modifying customer surveys and advanced tools such as video content and chatbots to enrich support interactions and streamline resolution processes.

Ready to see beyond your brand journeys with Journey Insight™?

Let's see what success looks like within your industry. With Journey Insight™, your next strategic move is based on true customer behavior and aimed for success. Alterian has the data and the AI. Contact us to see your journeys today.

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REAL-TIME CX