



TATA COMMUNICATIONS

Tata Communications

Hyper-Personalised Web Experiences at Scale

Summary

With the on set of "the new-normal" and digital becoming an even more crucial touchpoint for customers in their journey, Tata Communications had to showcase the unique value it can deliver to organisations, but do so digitally without any human intervention. This coupled with the fact that every solution has a different perceived value basis the type of business and its digital maturity, the experience had to be truly contextual to each customer/prospect and achieving this on a website that has over 2 million unique visitors annually was a challenge.

Program Overview

The business was pegged to grow aggressively despite the pandemic and the demands of delivering more than 50% of the marketing generated funnel via digital channels was a reality with the absence of offline touchpoints.

To deliver this, our website has to be the best salesperson and personalise the "pitch" for every visitor basis, the visitor's region, industry, account & existing relationship with Tata Communications.

A deep dive into our website analytics showed that users from different regions and industry segments come to our website for different reasons. The perceived value of our solutions also changes according to the segments. This formulated our objective of delivering hyper-personalised contextual experiences to our website visitors that show cases how Tata Communications can help their business resulting in deeper engagement, conversion and finally, a lift in revenue generated from the website.

Program Execution

The strategy was executed across three steps: identifying the user's organization, intent across 3rd party sites and behavior on our website. This was achieved through Demandbase and Clearbit integrations.

Next, we segmented the users identified on four levels: region, industry, account, contact. This paved way to target the users according to the behaviors in these particular segments.

After this segmentation, came the most important execution step of creating and firing these personalized experiences based on the user behavior. This was achieved with custom APIs with VWO and Demandbase. To achieve contact level personalization for known visitors on the website, DRIFT chatbot was implemented on the website which delivered a hyper-personalized experience to users on the website contextual to the opportunity that our sales teams were pursuing with them. This was achieved with integration through Marketo and Salesforce.

Lessons Learned

Our objective of getting more opportunities from web qualified leads led us to formulate a personalisation strategy that accomplishes 2 things – improve on-site engagement/conversion and leverage our website to influence existing opportunities that our sales teams are focussing on. Delivering this end-to-end personalized journey involves custom integrations with key elements across the martech stack. Another learning was that the KPIs used to measure the success of any personalisation on the web needs to be tied to outcomes that business cares about – moving beyond vanity metrics like engagement rates and actually talking about the business opportunities delivered.

Business Results

Our strategy resulted in improvement across the engagement and conversion metrics on the website which led to a 270% y-o-y growth in revenue generated from the website. The quality of these opportunities also improved since users were shown solutions that resonated with their business challenges resulting in an increase of 167% (y-o-y) in the average deal size.

In terms of the engagement metrics, an astounding 200% increase in the amount of time users spent on our website, with users interacting with the personalized experiences spending 3 minutes on average and showing a 65% increase in their return rate to the website.

Our hyper-personalized chatbot saw 50% increase in chat qualified leads and it also influenced over 10% of existing opportunities generated by Sales by serving opportunity specific content automatically. Personalization on the other hand, resulted in a goal conversion rate of 3.39% compared to 1.61% for the website and 70% of all the content download on the website was through personalized sessions.

Future Plans

We are focused on moving from rule-based personalisation to a dynamic predictive model of personalisation powered by AI/ML algorithms to trigger even more cross/up sell journeys on the website. We will also extend the concept across all digital channels to deliver a truly unique Omi-channel experience that dynamically changes based on business rules and behavioral signals.