

Client



Giving our customers a voice

Company:
O2 UK

Website:
www.o2.co.uk

Synopsis

Part of the Telefónica Group, O2 UK is a leading provider of mobile services to consumers and businesses in the UK.

Challenge

Set against a steady decline in research participation amongst corporate decision-makers, the O2 Corporate Council was developed in response to a business need to embed the customer voice into O2's strategic decision-making.

Our contribution

We set-up the O2 Corporate Council as a community that develops relationships between O2 and respondents based on mutual trust. To encourage this, a 'contract' between O2 and the Council Advisors, a bi-monthly face-to-face 'Council meeting' and a private, secure web portal have created the environment necessary to deliver actionable insights that underpin planning and marketing activity to build a more effective customer relationship in this hard to engage market.

Results

Board Director input from O2 underlines the seriousness with which they treat the Council. Changes made as a result from Council feedback range from a complete review of the Corporate Communication Strategy to the launching of a new email solution: 'Good Mobile Messaging.' In fact, almost all O2's corporate 'take to market' activities are run past the Council members first. Increased customer satisfaction scores since the Council's inception – matched by an above-target growth in O2's corporate base over the past 18 months – underline the dividends it is paying in terms of improved customer relationships with O2's most valuable customer base.

Alterian

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Alterian technology is utilized either to address a specific marketing challenge or as part of an integrated marketing platform, with analytics and customer engagement with the individual at the heart of everything. Working alongside a rich ecosystem of partners, Alterian delivers its software as a service, or on premise. For more information about Alterian visit www.alterian.com or the Alterian blog at www.engageingtimes.com.

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