

“InMobi Pulse helped us overcome the challenge of targeting enterprise customers in the digital world.”

– Bhavna Diwan
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Background

Vodafone Idea Limited is an Aditya Birla and Vodafone partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platforms. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow.

The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

The Challenge

Vodafone Idea wanted to analyze the behavior of their enterprise customers across two operational areas.

- Go-to-market strategy - Understand the touch point preferences for sales and service with a focus on adoption and reasons for usage.
- Product Strategy for iRoam (iRoam is an affordable roaming data and cellular network solution for international travel) - Identify international roaming behavior for frequent travelers in 10 pre-defined countries, including reasons for usage, barriers to usage, triggers to use competitive product offerings and benchmarking competitor offerings.

This study would help Vodafone Idea optimize their customer contact strategy and help increase usage and satisfaction for iRoam with enterprise consumers.

Solutions covering only B2B app usage such as LinkedIn provide limited accuracy in identifying whether a user was an enterprise customer. Additionally, traditional research methods (i.e., random sampling) were slow, extremely expensive and unable to deliver competitive benchmarking and insights at scale. As a result, Vodafone Idea turned to InMobi Pulse to target and collect feedback and deliver actionable insights to support improvements in customer experience.



Methodology

Gathering feedback from this highly niche customer segment would require multiple layers of highly granular targeting. First, Vodafone Idea would need to identify the device IDs of their enterprise customers. They would need to then cross-pollinate those device IDs with ones visible in international airports to distinguish frequent flyers. Finally, they would need to identify which of those device IDs were visible in 10 target destination countries.

By manually drawing the location polygons on physical sites like corporate parks, InMobi Pulse was able to identify users without asking a single question to understand and confirm usage.

In addition to identifying the enterprise customers through a polygon of corporate parks, InMobi cross pollinated two other polygons: international airports and airports of destination countries. The advanced polygon targeting capabilities and in-app survey technology enabled precise targeting and competitive benchmarking.



Results

- Advanced location polygon capabilities ensured the **complex targeting was executed with precision** and that the specific target audience was reached at scale.
- Minimal spillage reduced research study costs to **a quarter of the cost of traditional market research**.
- Granular-level insights (down to a niche demographic and location level) **highlighted reasons why users were not adopting**.
- Insights have helped create the touchpoint strategy for enterprise customers. They **provided the basis for redesigning the customer contact plan**, ultimately increasing satisfaction and reducing costs.
- The study on international roaming behavior will be used to **re-define the international roaming product strategy**, product positioning, and messaging.



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“InMobi Pulse helped us overcome the challenge of targeting enterprise customers in the digital world. This really helped us scale our research capabilities in a cost effective and speedy manner. The ease of conducting the studies was an added bonus. The combination of research skills and technology capabilities made InMobi a very valuable partner.”