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To:

Hiring Manager / Head of Analytics

Globacom Limited

Lagos, Nigeria.

Proposal to Join Your Team – Data-Driven Strategy to Improve Customer Communication

Dear Sir/Madam,

I hope this message finds you well. My name is Marvellous Osayamen Ekpen, a Nigerian Data Analyst with over three years of experience in business intelligence, customer engagement analysis, and data-driven communication strategy. I am reaching out to express my deep interest in contributing to Globacom's analytics or customer engagement team.

As a data analyst and an active user of Globacom's services, I have identified a few key areas where customer communication can be optimized using data analytics:

Identified Opportunities

1. Mobile Application Registration Targeting

Current Situation: Globacom sends mobile app registration prompts indiscriminately to all customers, including those who have already registered.

Proposed Solution: Implementation of a data segmentation system that:

- Identifies customers who have already registered for the mobile application
- Creates a targeted communication strategy for non-registered users only
- Establishes an automated database update process to maintain accurate records

Benefits:

- Reduced marketing expenditure by eliminating redundant communications
- Improved customer experience by preventing notification fatigue
- Higher conversion rate for app registration among targeted non-users

2. Service Plan Subscription Communication Optimization

Current Situation: Customers continue receiving promotional messages about plans they have already subscribed to (e.g., Berekete plan).

Proposed Solution: Development of a subscription-aware communication system that:

- Maintains real-time tracking of customer plan subscriptions

- Creates customer segments based on current subscription status

- Delivers only relevant plan promotions tailored to individual customer profiles

Benefits:

- Decreased messaging costs through elimination of irrelevant communications

- Enhanced customer engagement with more relevant promotional content

- Improved customer perception of Globacom as attentive to their needs

3. NIN Linkage Verification System

Current Situation: Customers with already-linked NINs continue receiving calls and messages requesting NIN linkage.

Proposed Solution: Implementation of an NIN verification database that:

- Maintains accurate records of customers with completed NIN linkage

- Directs verification efforts only toward unlinked accounts

- Provides automated status checking for customer service representatives

Benefits:

- Significant reduction in call center resources allocated to verification

- Improved regulatory compliance tracking

- Enhanced customer satisfaction by eliminating unnecessary contact

Tools I Use

- **Python & SQL** for segmentation, cleaning, and analysis

- **Power BI** for live dashboards and campaign tracking

- **Excel** for dynamic reporting

Why I Want to Join Globacom

As a passionate data analyst and telecom user, I genuinely believe in the power of customer-focused innovation. I would be honored to contribute my analytical skillset directly within your team, solving real-world communication problems and improving customer satisfaction through smarter systems.

I would really appreciate the opportunity to be part of your team and help improve how Glo connects with its users. Thank you for considering my proposal.

Warm regards,
Marvellous Osayamen Ekpen

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