Case Study

A leading telecommunication company, ABC Telecommunications, targets its customer base via several channels – email, SMS and Social Media. They have several different campaigns that they routinely send to their customers through these channels. These offers are to cross sell a kind of service, up sell to a bigger pack, discounts and other value added services to retain customers etc.

They have all past campaign information at a customer level – what campaign was sent, how many were sent, what was the response to each campaign etc.

The analytics team at ABC Telecom has received a new mandate from the CMO. They are required to develop a 'smart' targeting engine. They are required to make recommendations regarding which campaign should be sent at a customer level and develop new offers since the CMO is no longer interested in mass marketing.

Your task:

1. Develop solution framework for the recommendation engine for offers that will be sent at an individual through the various channels. These should be personalized offers that should yield maximum returns for the company. The engine should also recommend what channel to use for each instance of sending the offer.
   Talk about both analytics and technology in your framework of developing this recommendation engine.
2. How do you develop new offers to be sent to customers that do not currently exist? How can recommendation engine suggest that to you

Feel free to make as many assumptions you may want to make, and list them clearly.

Please share an approach note on how the recommendation engine framework will look like along with your estimate of effort involved in developing it.