

## O2 UK

O2 UK: First in Fairness, Families and Freedom



O2 Telefonica UK is a leading communications provider in the United Kingdom with over 23 million mobile subscribers. O2 UK offers their customers 2G, 3G, and 4G networks as well as operating O2 Wi-Fi.

To support their business objectives, O2 UK was on a mission to reduce their churn rate, increase average revenue per user (ARPU), and become the top mobile provider in the UK.

O2 wanted to offer a series of promises:

- First in Fairness (Price Guarantee)
- First in Families (Friends & Family discounts)
- First in Freedom (increasing discounts for longer-term voluntary commitment)

### Key Benefits

- Reduced Churn
- Increased Growth
- Increased ARPU

### Why Aperio CI

- Timely and Accurate Results
- Business Objectives Achieved

## The First Program

The challenges for Aperio were as follows:

- An ETL process needed to be created to receive, confirm, and process 25 feeds.
- 25 feeds needed to be loaded into Oracle and integrated within Aperio's Pricing Genie engine.
- Aperio was responsible for the setup and management of O2's rate plan offerings within Pricing Genie on an ongoing basis.
- All O2 UK post-pay customers' billing details needed to be re-priced under all applicable rate plans.
- Results needed to offer additional discounts to any 10 numbers specified by the customer and also offer increasing discounts for 2 & 3 year term commitments.
- Recommendations needed to be calculated, audited and delivered to a fulfillment company to be printed and mailed to subscribers' homes within 5 business days of the bill cycle closing.
- Messages needed to be dynamic, delivering benefits specific to customer usage, attributes, and plan recommendations.

“Aperio CI took our wish list for the First Program and turned it into a reality!”

## The Aperio CI Approach

Right from the start of the engagement with O2 UK, Aperio CI provided a team of dedicated and experienced experts that brought structure and a wealth of knowledge to lead the effort to work through all of the phases of the project. Aperio team members worked to create an ETL process for the receipt, confirmation and load of the 25 feeds that would support the First program. The ETL process included trending and checks to ensure all T's were crossed and I's dotted from the very start of the process. Once the data had passed all checks, it was loaded into Oracle.

The Aperio team worked with O2 UK resources to understand the rate plan offerings and build them into the Pricing Genie system. Every O2 UK consumer post-paid subscriber was then processed against every available rate plan. Determining the best recommendation also required the integration of the business rules of the First program into the Pricing Genie engine.

O2 UK promoted the launch of the First program with advertisements in print, direct mail, TV and point-of-sale. The results needed to be accurate and on time and they were!

“Our experience working with Aperio on the First Program shows they are truly a first in class team of motivated experts that will do whatever it takes to deliver.”

Aperio CI successfully delivered The First program which met or exceeded all of O2 UK’s objectives and resulted in numerous benefits. From increased acquisitions to reduced churn rates, the proof is in the numbers.

	12 Months Before Program Launch	12 Months After Program Launch
Annual Churn Rate	34.70%	24.20%
Monthly ARPU	£26.79	£28.14
Annual Gross Adds	379,000	1,445,000
Rank in Growth	4 <sup>th</sup> (of 4)	1st
Rank in Churn	4th	1st
Rank in ARPU	4th	2nd