

Verizon Wireless

**Customer:**

Verizon Wireless

Website:

www.verizonwireless.com

Industry:

Telecommunications Services

Primary SIC:

4812: Radiotelephone communications

Primary NAICS:

51721: Wireless Telecommunications Carriers

Customer Profile:

Verizon Wireless is the largest wireless carrier in the U.S. with 91.2 million customers.

Solution Technologies:

- ✓ Microsoft SQL Server 2008
- ✓ Microsoft SharePoint 2005
- ✓ Microsoft Visual Studio 2008

Department(s):

- ✓ Marketing
- ✓ Information Technology

The Challenge:

Improve the existing data warehouse and analytic environment to help increase response rates and improve incremental impact of Direct Marketing efforts.

The Approach:

MLS, in conjunction with the client's agency stakeholders, developed a data warehouse that provided a single view of prospects through each stage of the prospect and customer lifecycle.

Implemented segmentation strategies that leveraged a series of predictive response and approval models to better target high predicted responders that would also pass the clients credit rules. Additional Channel models were developed to better refine the clients messaging to the prospect and client base.

The Results:

The data warehouse facilitated a quarterly mailing strategy that enabled a reduction in cost per acquisition by 37%.

There was an 18.5% incremental increase in response thanks to the implementation of the response and approval models.

The data warehouse enables detailed analysis of contact history, demographic and purchase data providing the client with powerful insights into consumer behavior which continue to increase response rates.