

MARKETING INSIGHTS

CLOSING THE INSIGHT-TO-ACTION GAP

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Marketing Insights
Contextual Continuous Conversational

PRIMARY OBJECTIVE OF INSIGHTS

- KEEPING THE CUSTOMER AT THE HEART OF EVERYTHING WE DO



- Create an insights driven engine having a measurable impact on direct funnel adds - every insight is actionable
- Transform the way our Sales Teams sell - empower Sales with the right Account and Industry insights across all stages of the Sales Cycle
- Empower Marketers with curated insights and content to drive Smarter campaigns and customer engagement
- Drive smarter decision making within the organization by tracking markets, technologies and our competition

PILLARS OF OUR INSIGHTS PROGRAM



Talent



Innovation



Data

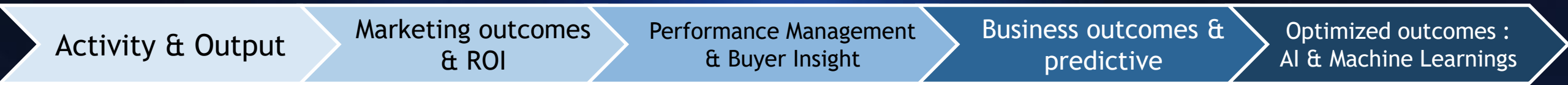


Processes



Content

TRANSFORMATION JOURNEY: CLOSING THE INSIGHTS TO ACTION GAP



Internally focused



Customer Centric

FY 13 -15

Customer Workshops delivering funnel adds

FY 16 - 17

Started on the Predictive & AI journey - Data Sciences Launched

FY 18- 19

Analyst desk set up for Customer, Competitor & Industry insights

FY 16

Intent Engine + other data sources for in-depth Buyer Insights - Propensity

FY 17-18

Cognitive Account intelligence

CORE OFFERINGS ALIGNED WITH DRIVING BUSINESS OBJECTIVES



Customer Insights

Customer insights across the Buyer Journey



Industry and Market Insights

Tracking industry & market movements to understand opportunities in target verticals and Geos



Competition Insights

Provide Sales an edge over competition and stay alert with key competitor movements

HOW INSIGHTS ARE CONVERTED FROM BEING ...

Nice to have information

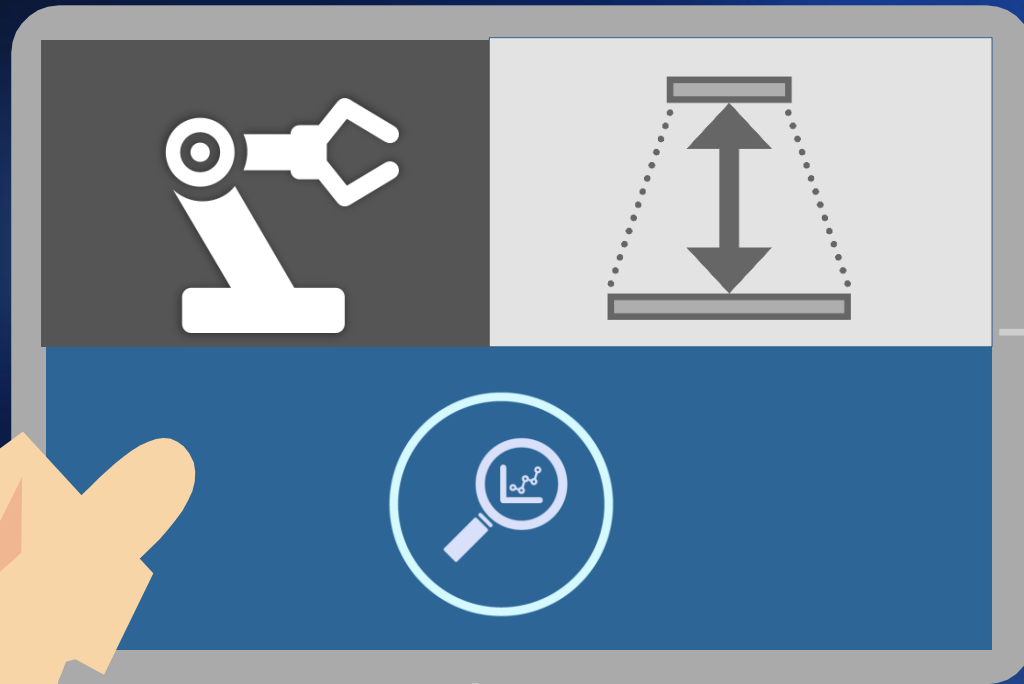
TO

Delivering real Business Value



DEPTH, RELEVANCE, SPEED & DELIVERY

Three Focus areas



Delivery Avenues

- *Insights anytime, anywhere in any form*

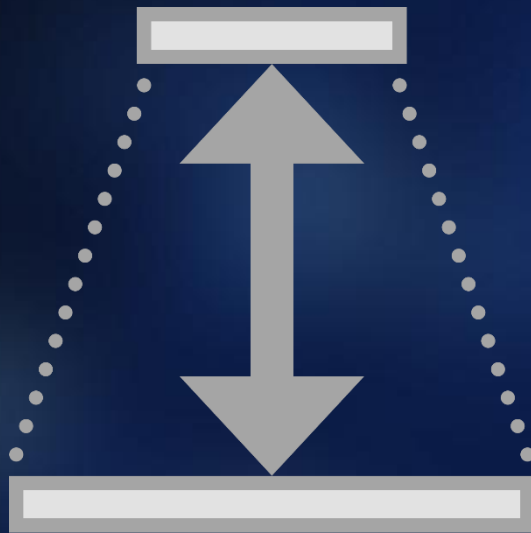
Depth & Relevance of Information

- *360 degree view of account, industry & competition*

Proactive Engagement

- *Agile insights at the right time*

Depth & Relevance of Information



360 degree view of account, industry & competition

*Deeper the insight, deeper the engagement
Higher the relevance, more the actionable quotient*

Deep and detailed analysis of extensive external data blended with internal data to complete the big picture

Value Addition through:

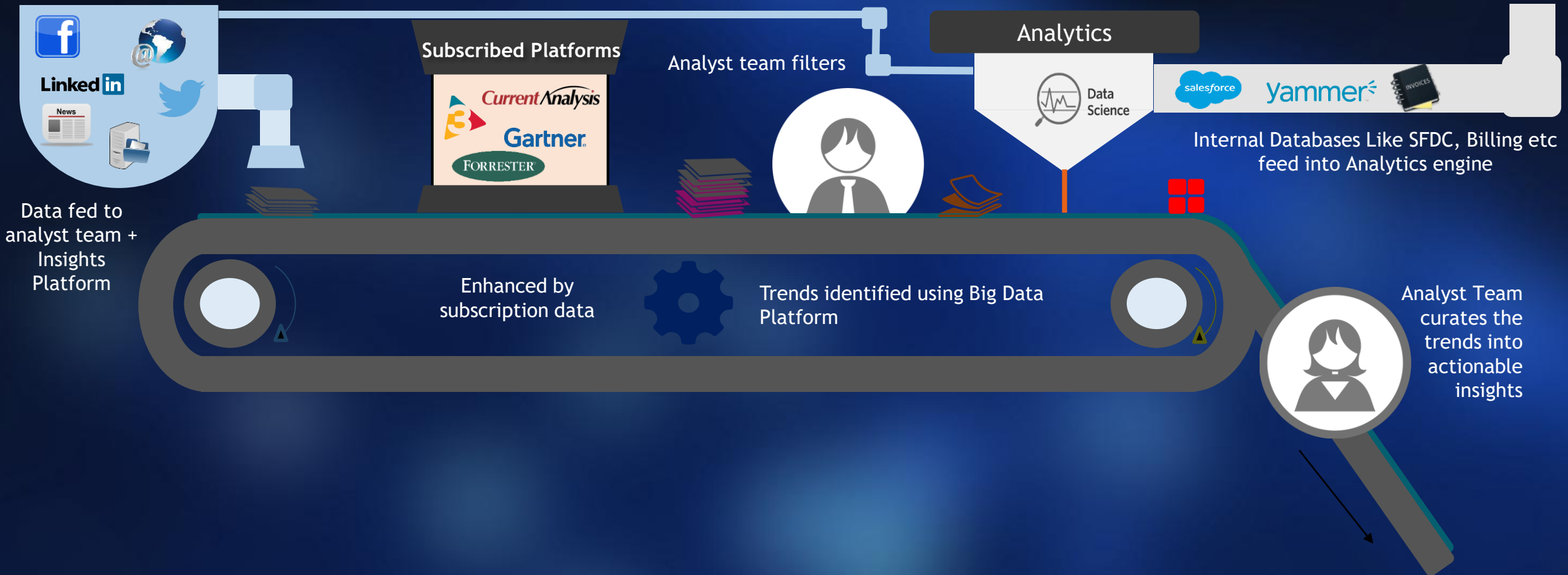
- Direct contribution in \$ terms through identifying, qualifying and influencing opportunities*
- Indirect impact through strategic data driven decision making*

Why?

How?

What?

INTERNAL & EXTERNAL DATA COMBINED FOR A WELL ROUNDED INSIGHT WITH A HUMAN + AI AUGMENTATION



Data fed to analyst team + Insights Platform

Subscribed Platforms



Analyst team filters



Analytics



Internal Databases Like SFDC, Billing etc feed into Analytics engine

Enhanced by subscription data



Trends identified using Big Data Platform

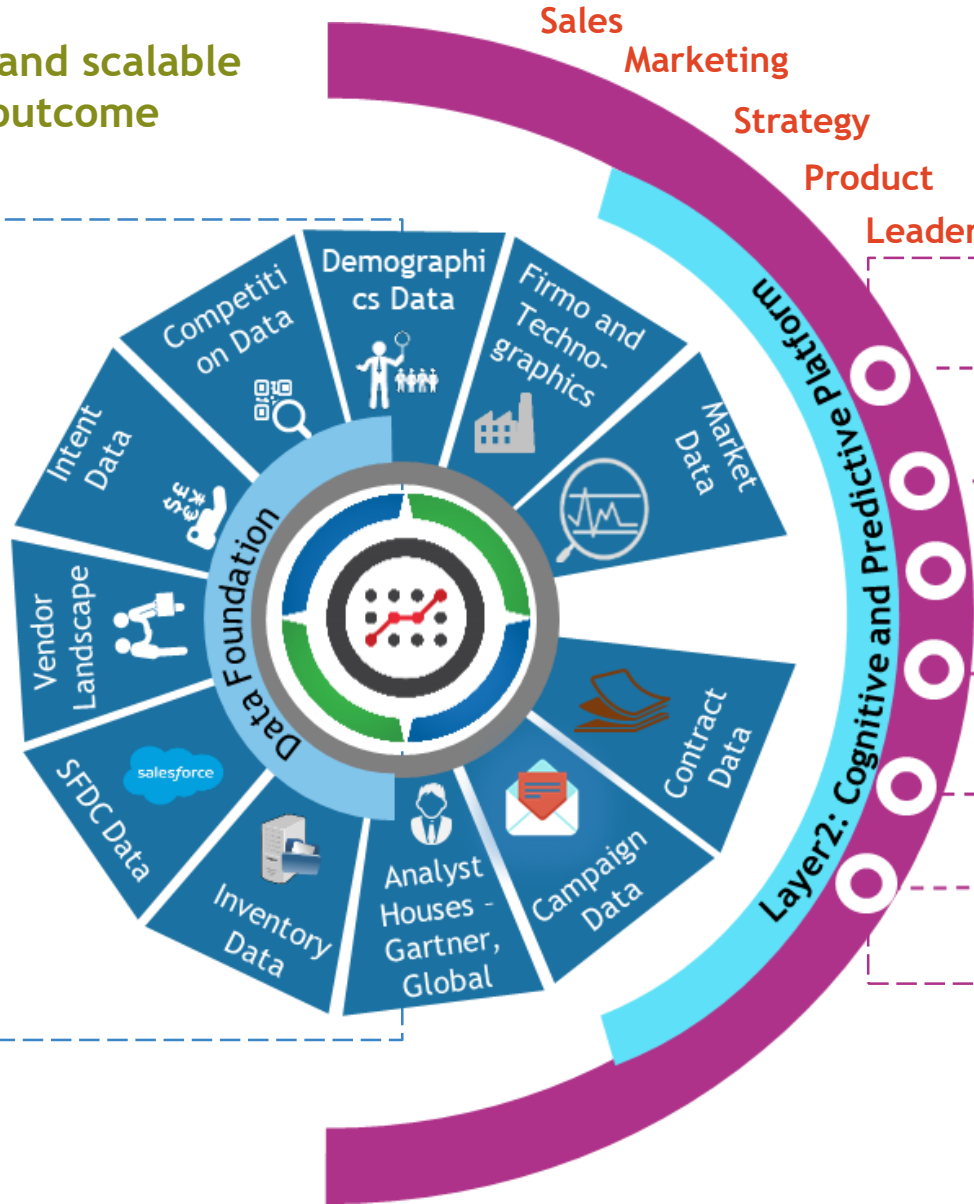


Analyst Team curates the trends into actionable insights

A New Approach to faster and scalable Insights with certainty in outcome

Layer 1: Data Foundation

- Actively tracking **150+ external parameters** for all our existing SFDC accounts
- Live intent tracking for **7000+ accounts**
- Weekly **interlocks with analysts** experts from Gartner and Global Data
- Vendor Landscape and IT contract data for **500k + companies**
- Real time sync up with **SFDC, inventory data, market, intent** etc to give product recommendations.
- Deep engagement with **200+ AM** to get on ground insights on customer pain points and competitor information

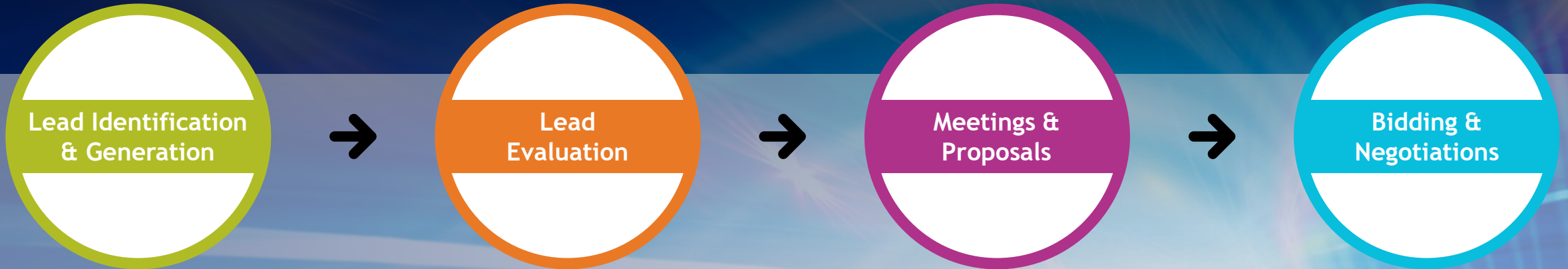


Layer 4: Delivering Business Value

Layer 3: Use Cases

- Smart Campaigns**, to run hyper targeted marketing campaigns
- Effectiveness of Marketing Touch**, to influence velocity by identifying the best marketing touch points for a product in a region.
- Propensity to buy** for Accounts, by using ASMI. Predictive to identify the cross sell and upsell products.
- Play PPR**, by combining Firmographics, SFDC data and business logic to identify the cross sell and upsell products.
- Competitor Insights**, tracking traditional and upcoming competitors.
- Campaign Personalization**, identifying the best positioning of TCL offerings for each campaign, specific to region.

PROVIDING DEEP INSIGHTS ACROSS THE SELLER JOURNEY- RELEVANCE



Understand Customer Needs and Buying Preferences

Opportunity Assessment basis Capability Mapping

Create Value Props for Customer Growth Strategies/ Pain Points

Support final bids and deal closure

Account Cross/Up sell recommendation

Account Profiles

Workshop Support

Competitor Battle Cards

Account Tracking/Intent Marketing

Relationship Summary

Executive Profiles

Bid Support

Ad-hoc

Industry Storyboards

ICT Roadmaps

Buyer Personas

AND ENABLING THE ORGANISATION WIN AGAINST COMPETITION



Ecosystem watch

- Value Chain Analysis
- Business Partner Identification
- M&A Tracking

Market watch

- Market Opportunity Analysis
- Regulatory Changes
- Market Sizing / Total Addressable Market

Competitive analysis

- Earnings Call Analysis
- Competitive Landscape Analysis
- Portfolio GAP Analysis
- B2B Marketing Theme Analysis
- Win Loss Analysis
- Benchmarking and Battle Cards

Product Launch support

- Product / Solution Landscape Study
- Competitor / Partner Identification
- GTM Support

Standard Insights Modules



On-Demand Request



Solution / Product - Analysis, Trends



Market Share Analysis



Product Gap Analysis



Competitor Profile



Battle Cards



Win / Loss Analysis



Product Launch Support

Proactive Engagement



Agile insights at the right time

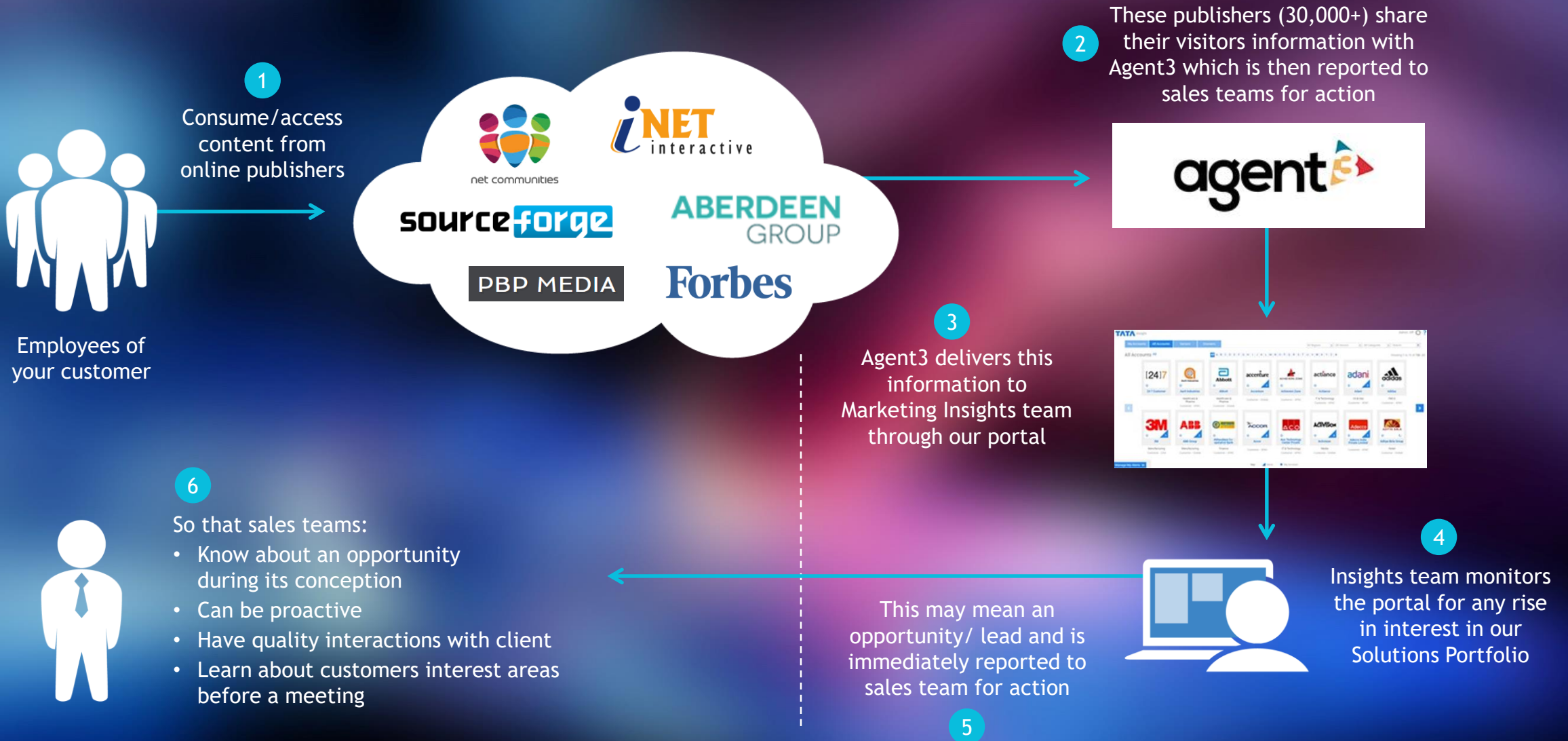
Earlier the insight, higher the impact!

- *Proactively tracking customer's online content consumption data to spot what they are looking for, mapping to our services globally*
- *Active social listening to craft value props via real conversations/narratives from our customers and competitors*

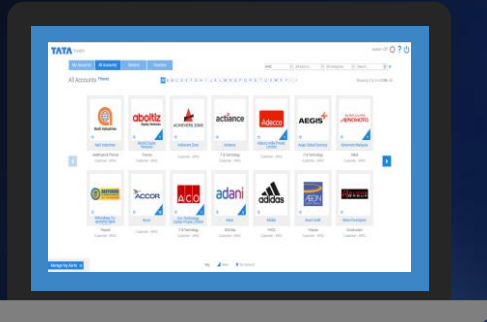
Value Addition through

- *Identifying opportunities very early in customer's decision cycle*
- *Digital Campaigns to engage customers on what they want rather than everything we have*

INTENT MARKETING DRIVES PRE-RFP ENGAGEMENT BY SALES



insights



1000 TARGET CLIENTS

<p>RESEARCHING NETWORK PROVIDERS</p>	<p>RESEARCHING UCC</p>	<p>RESEARCHING HYBRID CLOUD</p>	<p>RESEARCHING DIGITAL</p>	<p>RESEARCHING DENIAL OF SERVICE</p>
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ACTIVELY SEARCHING SOLUTIONS

SURGES IN CUSTOMER INTENT

DIGITAL TRANSFORMATION ENABLED BY HYBRID CLOUDS

SEND THE RIGHT MESSAGE

JLR: on the road to Industry 4.0

The road-bumps:

- Changing mind-sets** - opening up the minds of people as to what's possible. Having an iterative, agile approach to the project has helped overcome this: once people see the potential the innovative ideas flow.
- Getting the buy-in** - we all expect great user experience in today's connected world, even in the work place. Design a user friendly solution and adoption will follow.
- Big data** - when you're connecting multiple teams, you need to ensure your systems can cope with the amounts of data you're recording and sharing.

The payoffs:

- One version of the truth will be available between the teams.

More hours spent waiting for data and analyzing the data can be focused on other things.

James Byson said that at Jaguar Land Rover recognize that becoming a smart factory can't happen overnight. He identified the milestones on their journey and are laying down a strong data foundation on which to build.

MARKETING CHANNELS:

THROUGH THE RIGHT CHANNELS

GENERATING INTENT QUALIFIED LEADS

JLR has collected all kinds of information, such as average speed, for example. By analyzing, the researchers found they could use to design better vehicles

Delivery Avenues



Insights anytime, anywhere in any form

ITSMA Buyer Behavior Survey suggests - A knowledgeable Salesperson is the most effective proof point

AI enabled Deep Learning Insights engine that sits on top of all relevant sources of Data for generating Insights & Content on the go

Value Addition through

- Enabling Sales People with the right insights during customer conversation - from a **Salesperson** to a **Consultant!**
- Improving efficiency of Analysts by 60% or more

USING AI AND PROACTIVE INTERVENTIONS TO CREATE EMPOWERED SALES REPS

Knowledgeable

Account Tracking & Custom Newsletters

One stop shop for all internal & External Knowledge

Executive & Account Intel Reports

Influential

Smart Conversations during every customer meet

Customized Engagement with every contact

Sales Stage specific insights & content

Efficient

Every opp in pipeline influenced without Human Intervention

Assistant for Sales to improve pipeline velocity & volume

Relevant Competitor Insights during RFP Stage

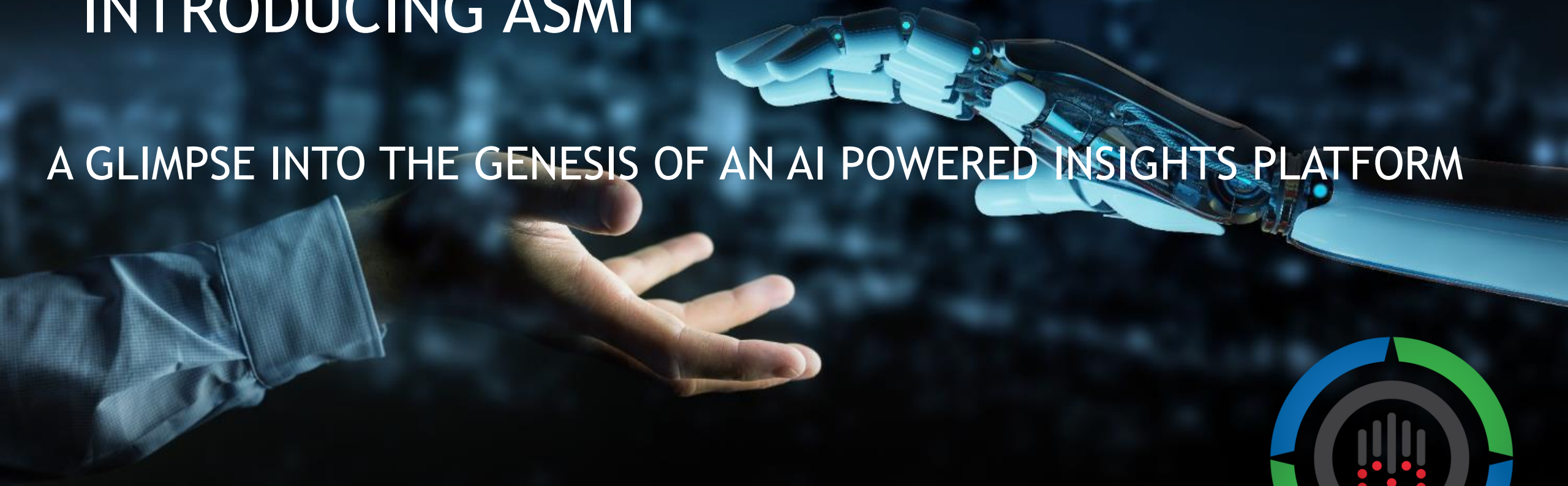
*An empowered Sales Rep - Pocket Sales Assistant for a Sales Person on the move
First Segment (knowledgeable) to be launched (beta) on android smart phones shortly*

THE EARLIER MODEL - IN THE "PRE-AI AUTOMATION" ERA



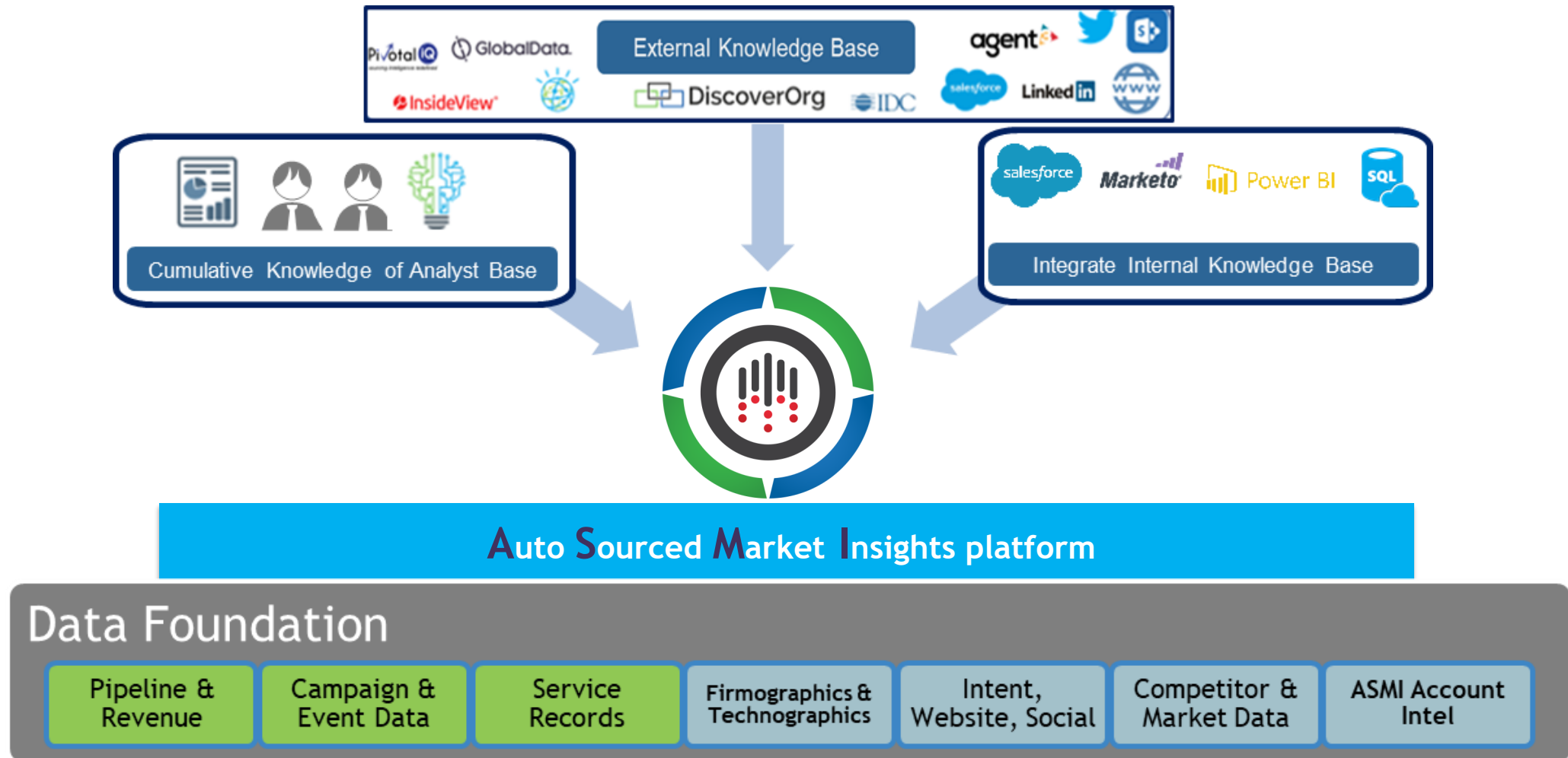
INTRODUCING ASMI

A GLIMPSE INTO THE GENESIS OF AN AI POWERED INSIGHTS PLATFORM



THE APPROACH (1/2) - Get the data right

Using AI to create a 360 view of a customer integrating multiple databases & platforms



THE APPROACH (2/2) - Identify the use cases & what to automate

Creating models that are designed to solve specific type of questions

What is the strategic and ICT priority of a customer?

How can I improve Campaign performance?

Which product / service is an account more likely to buy?

Am I engaging the right contacts for the right product?

Can I cross sell and increase share of wallet for a customer?

NLP & Deep learning for semantic understanding of customer & predictive modelling

Cross & Up Sell Prediction

Campaign Personalization

Dynamic Account Segmentation

Contact Scoring Model

Data Foundation

Pipeline & Revenue

Campaign & Event Data

Service Records

Firmographics & Technographics

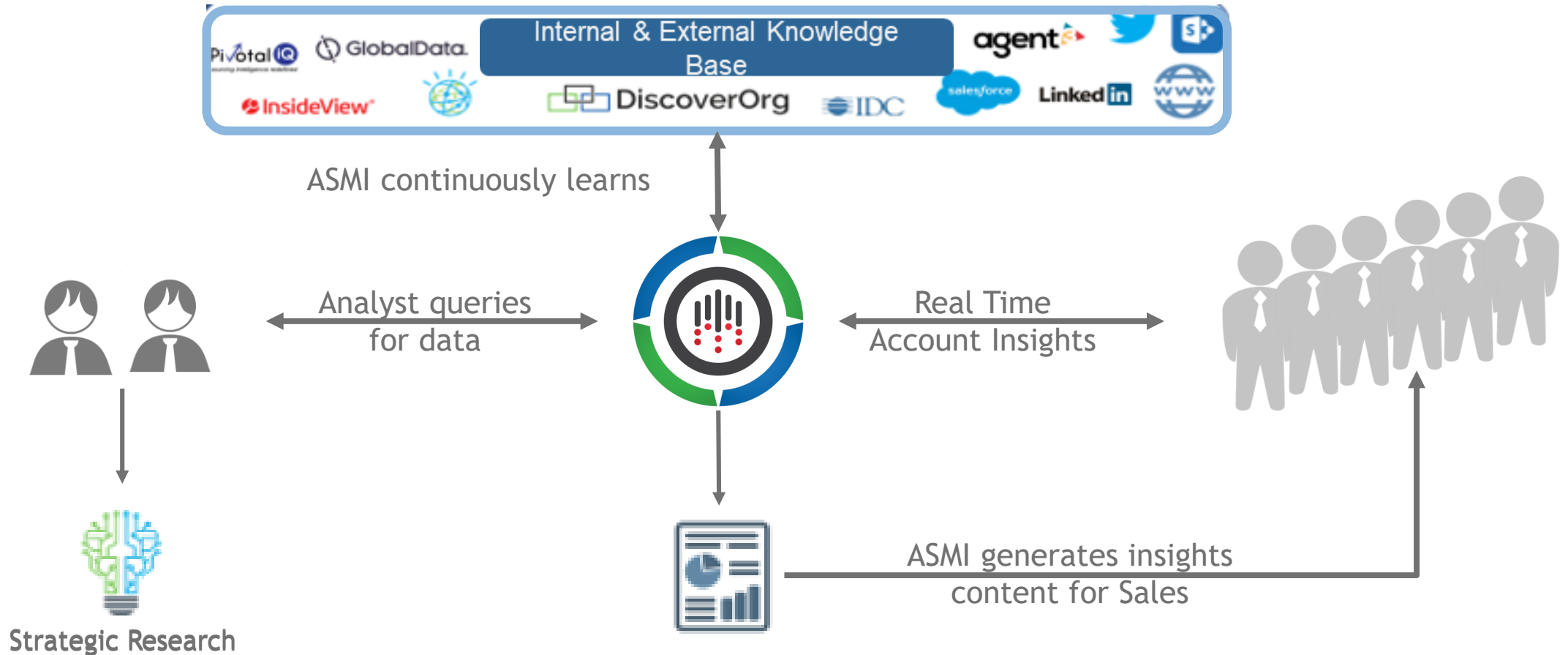
Intent, Website, Social

Competitor & Market Data

ASMI Account Intel

SALES RECEIVE REAL TIME INSIGHTS THROUGH ASMI

After ASMI



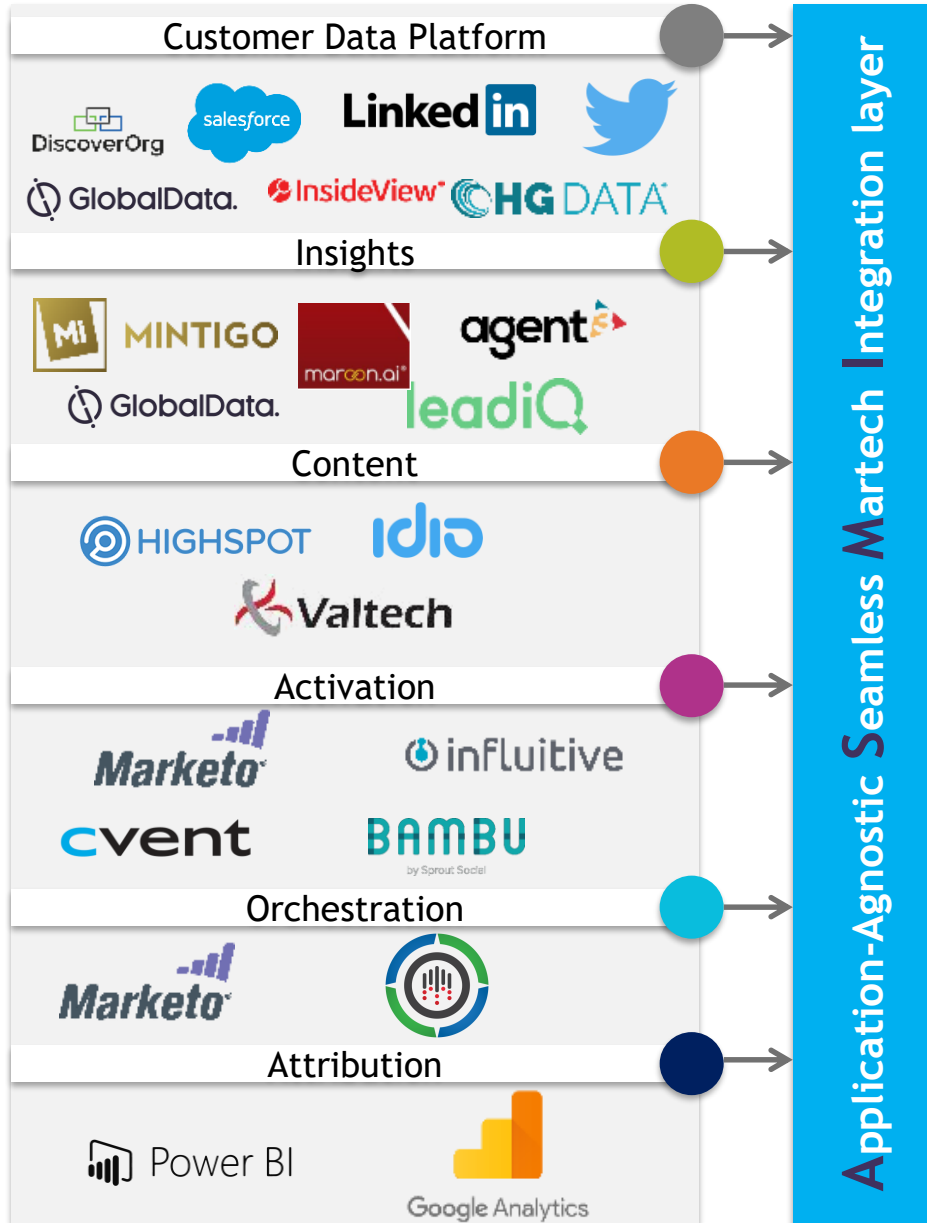
WE ARE NOT THERE AS YET ... THE ROAD AHEAD!



AI AUGMENTATION ACROSS THE SALES & MARKETING LIFECYCLE



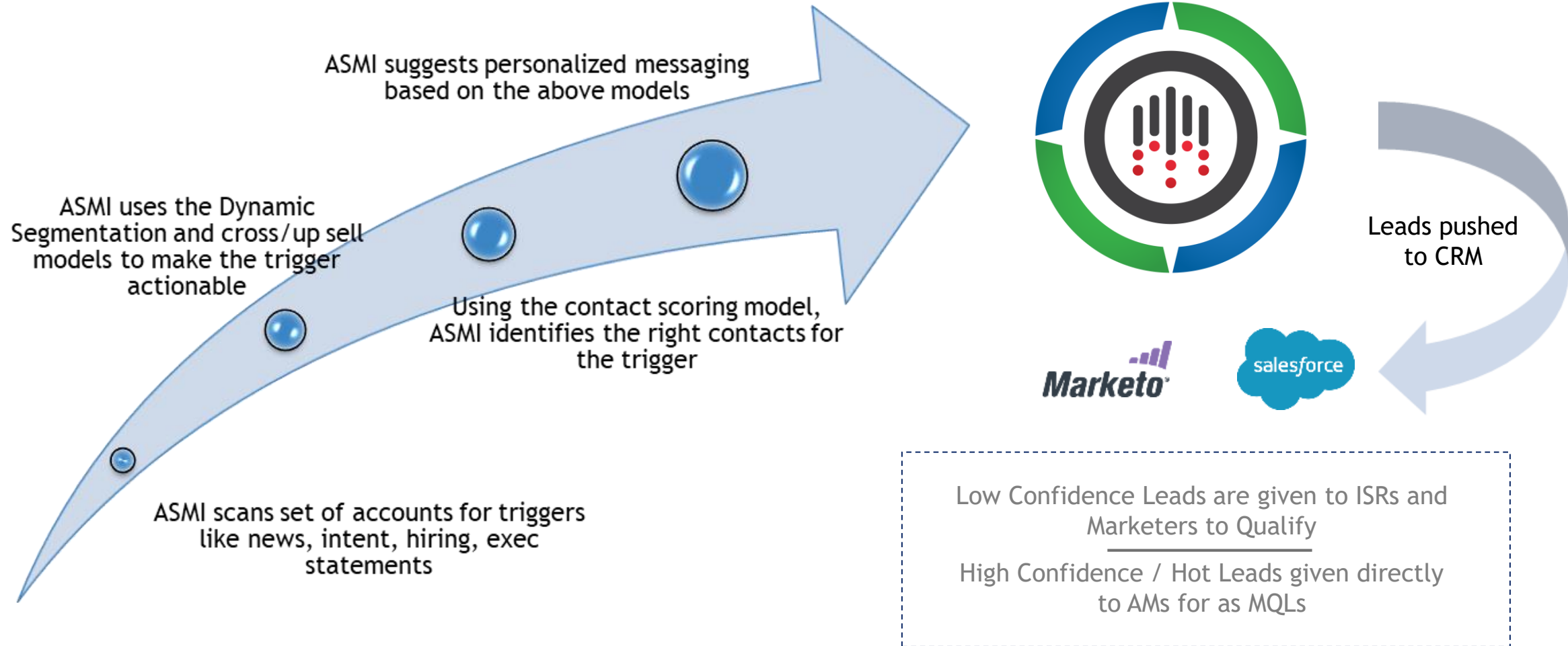
TATA COMMUNICATIONS



LET AI TAKE CARE OF THE STACK
& KEEP IT HUMAN



THE VISION - COGNITIVE ZERO TOUCH LEAD GENERATION ENGINE



THANK YOU!