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MARKETING INSIGHTS

CLOSING THE INSIGHT-TO-ACTION GAP

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TATA COMMUNICATIONS LIMITED

B2B MARKETING LEADERS FORUM ASIA 2019

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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

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HOW INSIGHTS ARE CONVERTED FROM BEING …

Nice to have information

TO

Delivering real Business Value

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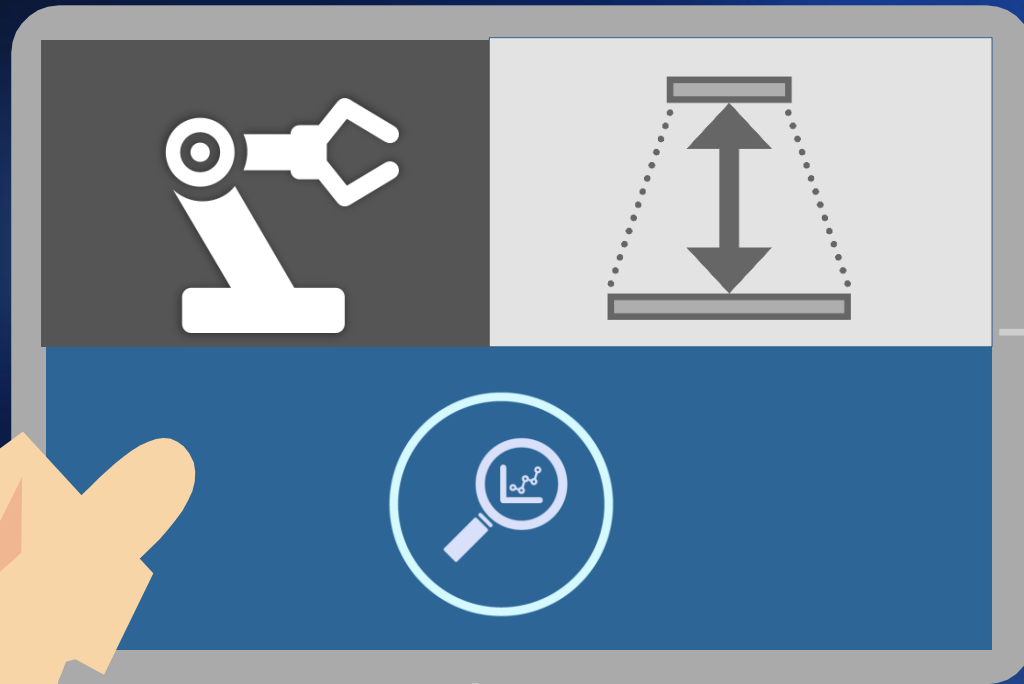
Depth & Relevance of Information
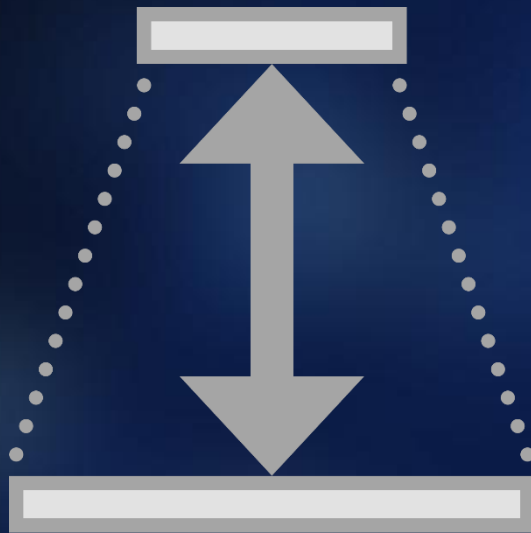
360 degree view of account, industry & competition

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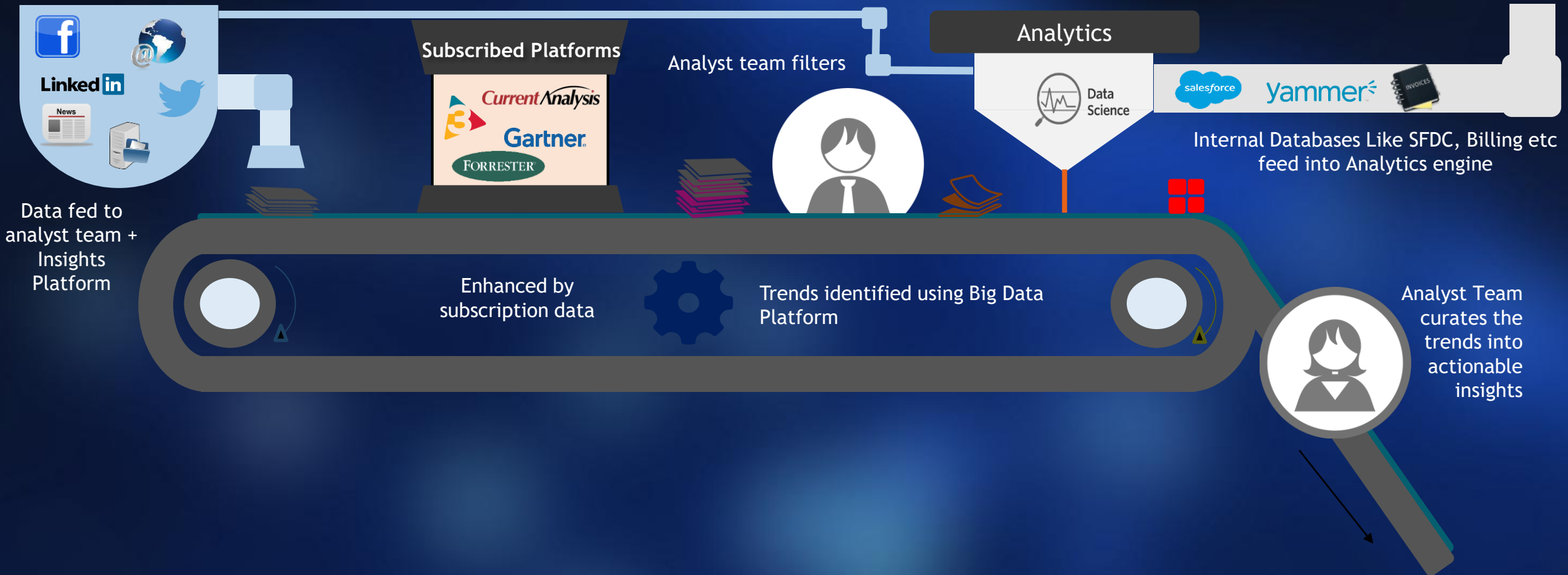
Value Addition through:
- *Direct contribution in $ terms through identifying, qualifying and influencing opportunities*
- *Indirect impact through strategic data driven decision making*

Why?

How?

What?

THE VISION – to harness the power of 'Data + Human'

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

Sales
Marketing
Strategy
Product
Leadership

Competition Data • Demographics Data • Firmo and Techno-graphics • Market Data • Intent Data • Data Foundation • Contract Data • Vendor Landscape • salesforce • SFDC Data • Inventory Data • Analyst Houses - Gartner, Global • Campaign Data

Layer2: Cognitive and Predictive Platform
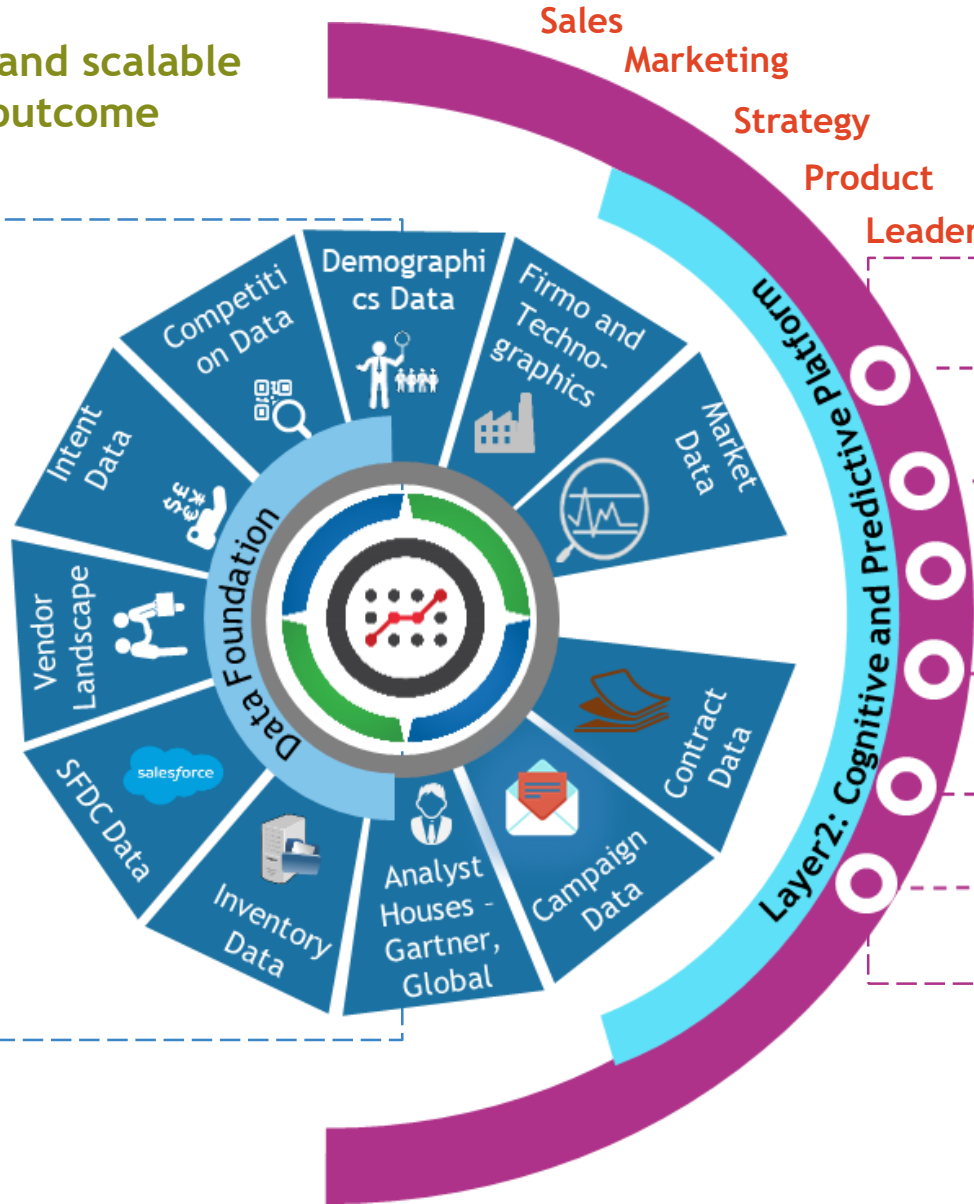
Layer 4: Delivering Business Value

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.

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PROVIDING DEEP INSIGHTS ACROSS THE SELLER JOURNEY- RELEVANCE

Lead Identification & Generation
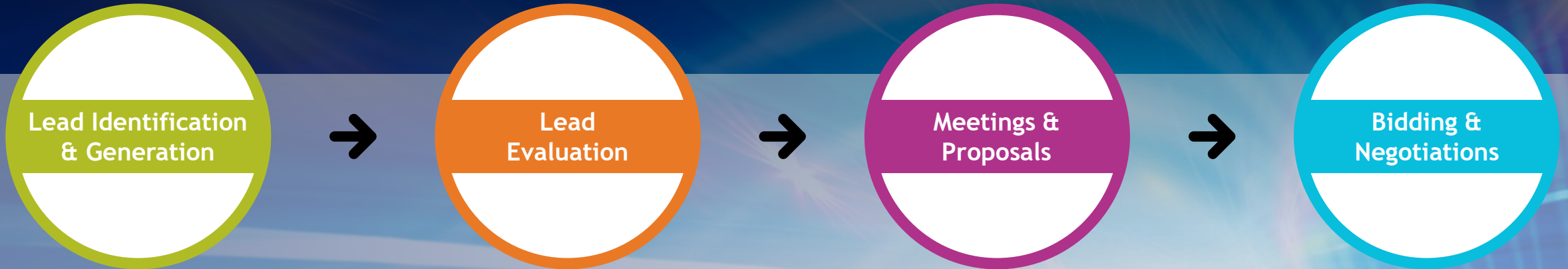
Understand Customer Needs and Buying Preferences

Lead Evaluation

Opportunity Assessment basis Capability Mapping

Meetings & Proposals

Create Value Props for Customer Growth Strategies/ Pain Points

Bidding & Negotiations

Support final bids and deal closure

Lead Identification & Generation	Lead Evaluation	Meetings & Proposals	Bidding & Negotiations
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
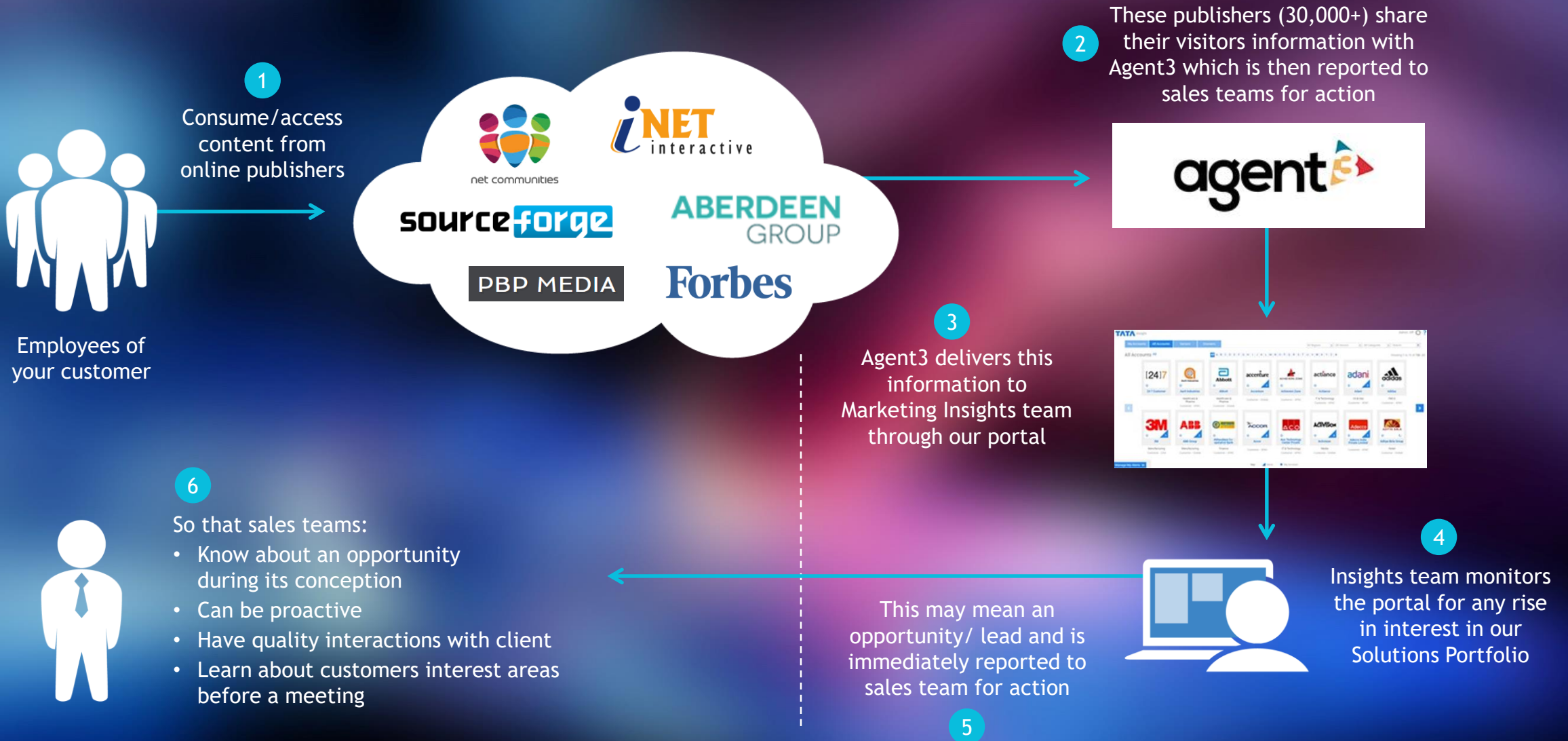- Product Launch Support

Proactive Engagement

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*
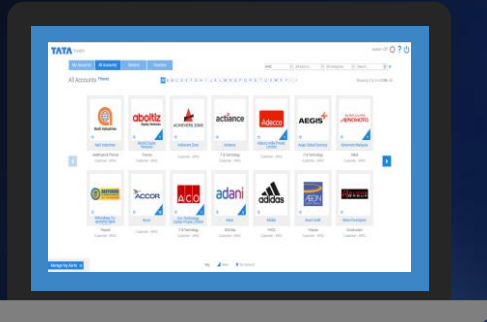
Agile insights at the right time

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*

Why?

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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

Why?

How?

What?

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

Using AI to create a 360 view of a customer integrating multiple databases & platforms
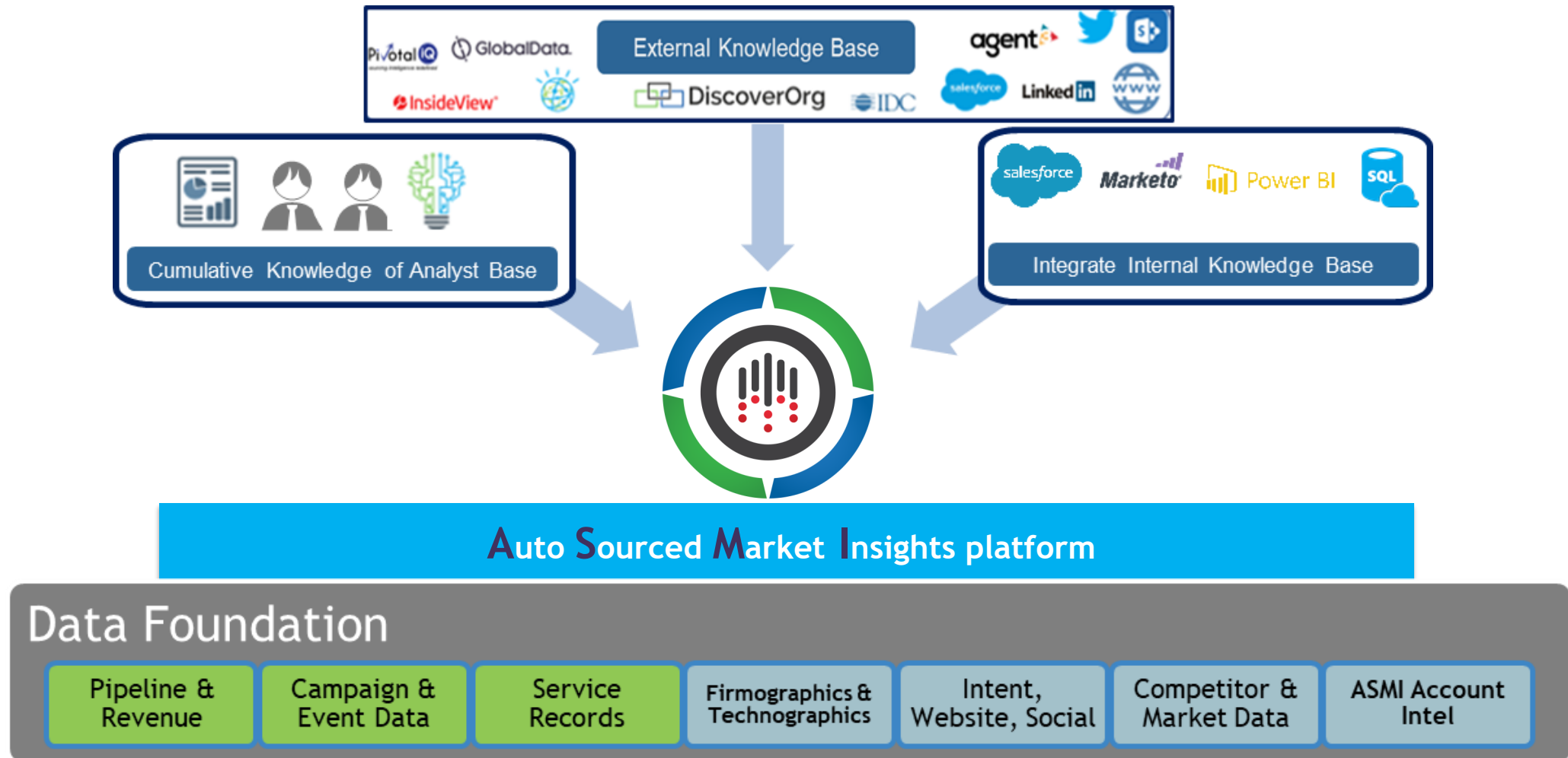
THE APPROACH (2/2) – Identify the use cases & what to automate

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	Data Foundation						
Campaign Personalization							
Dynamic Account Segmentation	Pipeline & Revenue	Campaign & Event Data	Service Records	Firmographics & Technographics	Intent, Website, Social	Competitor & Market Data	ASMI Account Intel
Contact Scoring Model							
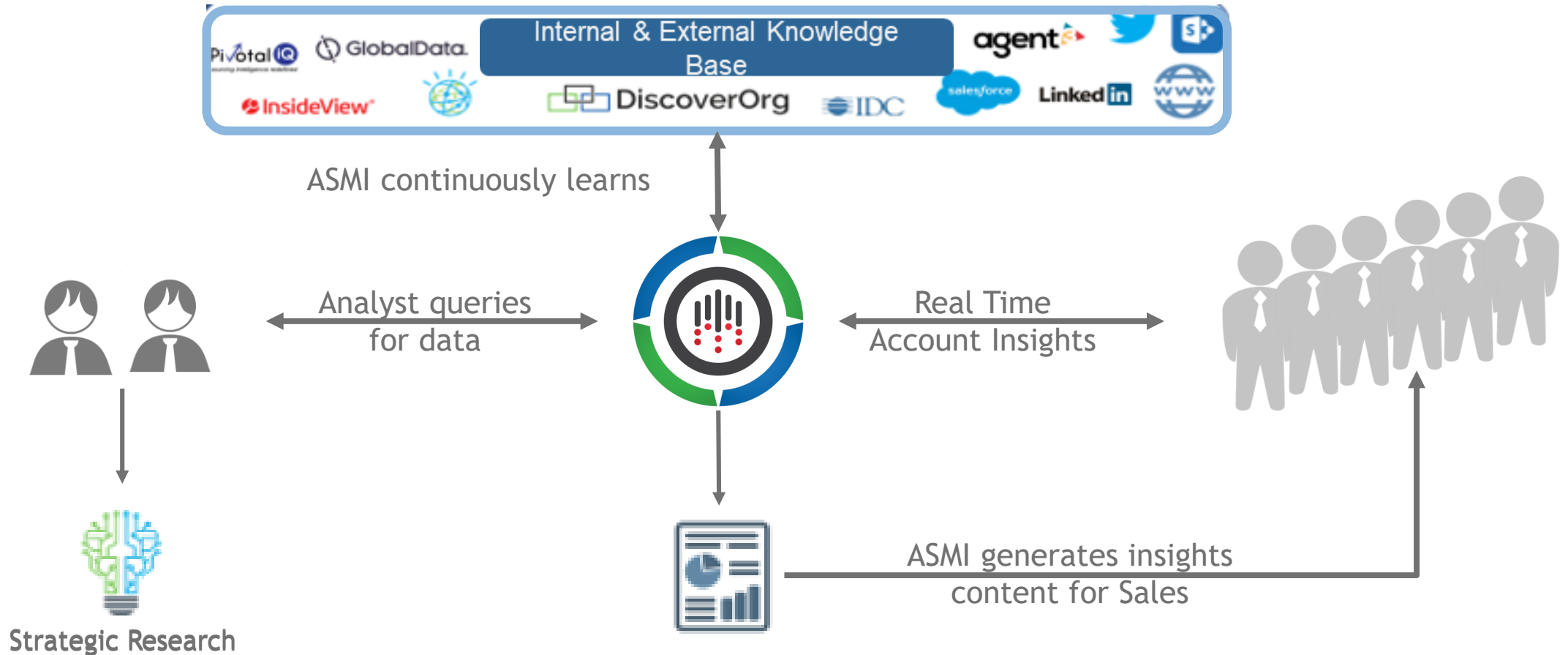
AI AUGMENTATION ACROSS THE SALES & MARKETING LIFECYCLE

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Application-Agnostic Seamless Martech Integration layer

Customer Data Platform
- DiscoverOrg
- salesforce
- Linked in
- Twitter
- GlobalData.
- InsideView
- HG DATA

Insights
- MINTIGO
- maroon.ai
- agent3
- GlobalData.
- leadiQ

Content
- HIGHSPOT
- idio
- Valtech

Activation
- Marketo
- influitive
- cvent
- BAMBU by Sprout Social

Orchestration
- Marketo

Attribution
- Power BI
- Google Analytics

Cumulative Knowledge of Analyst Base

LET AI TAKE CARE OF THE STACK & KEEP IT HUMAN

Sales, Marketing & Customer Success teams

Customer

THE VISION - COGNITIVE ZERO TOUCH LEAD GENERATION ENGINE

ASMI suggests personalized messaging based on the above models

ASMI uses the Dynamic Segmentation and cross/up sell models to make the trigger actionable

Using the contact scoring model, ASMI identifies the right contacts for the trigger

ASMI scans set of accounts for triggers like news, intent, hiring, exec statements

Leads pushed to CRM

Marketo

salesforce

Low Confidence Leads are given to ISRs and Marketers to Qualify

High Confidence / Hot Leads given directly to AMs for as MQLs

THANK YOU!