

Personalization

Utilize our tools to provide each customer with a personalized omnichannel shopping experience.

The Gomibo omnichannel platform offers telcos the best personalization options. Use our event-tracking system to distinguish between sales and service journeys. Personalize offers to converge your customers and provide customer-specific information in service journeys. This will boost NPS and increase efficiency. Customers rate our personalized customer journey a 9.4 out of 10 (50,000+ reviews).

- ✓ Maximize the profit per customer
- ✓ Prevent churn & increase ARPU
- ✓ Provide individual shopping experiences



Expand your revenue through personalization

Prevent churn

By offering loyalty or closed user group discounts, customers can be retained. Within the Gomibo software, it is easy to launch closed user group promotions yourself. The discounts can for example be used to push your customers towards a higher ARPU by offering the discount only on higher-value contracts using our dedicated algorithms. This includes the possibility to have extensive A/B testing to ensure the best results.

Maximize the profit per customer

Improve your profits by offering relevant complementary products next to the main product. Also increase the value of the customers even more by providing additional services. Both upselling and cross-selling can be done before checkout or afterwards with automatic communication templates. In addition, Gomibo supports dynamic CPQ which accelerates the sales processes and expands your profits.

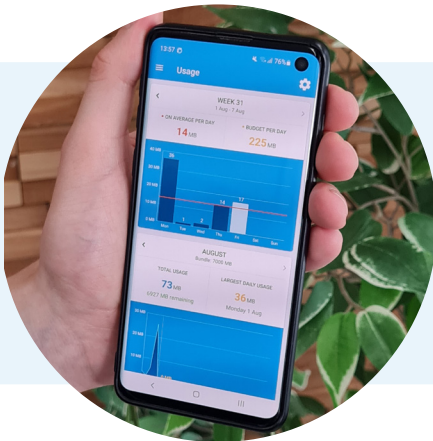
Improve your NPS using personalization

Help your customers choose

With our tools, you can provide highly personalized product recommendations to your customers, based on their previous product and/or subscription. This is done automatically and can be integrated into your website and the customer journey. The software also comes with next best action tools, which make sure multiple actions per customer are considered and the best next action is chosen, based on your specific inputs.

Improve customer experience

With relevant notifications, you can improve the customer's experience. They can be notified that they have to complete the payment, the product is on its way or that they can review their previously bought item/service. Many more notifications can be added with your own business rules, making it completely dynamic.



Provide accurate data usage measurements

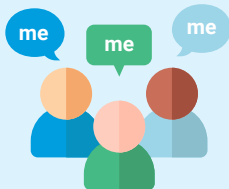
Customers can track their data usage per week and month. An estimate is also made if they reach the end of the month with plenty of data left. Based on this usage, accurate recommendations can be made for a new data plan.

Improve shopping experience

Customers can save products or a combination of products (phones + plans) to make it easier to find them again. Also, communication can be sent to the customers when the prices change. To even further improve the shopping experience, advanced event tracking is included in the software.

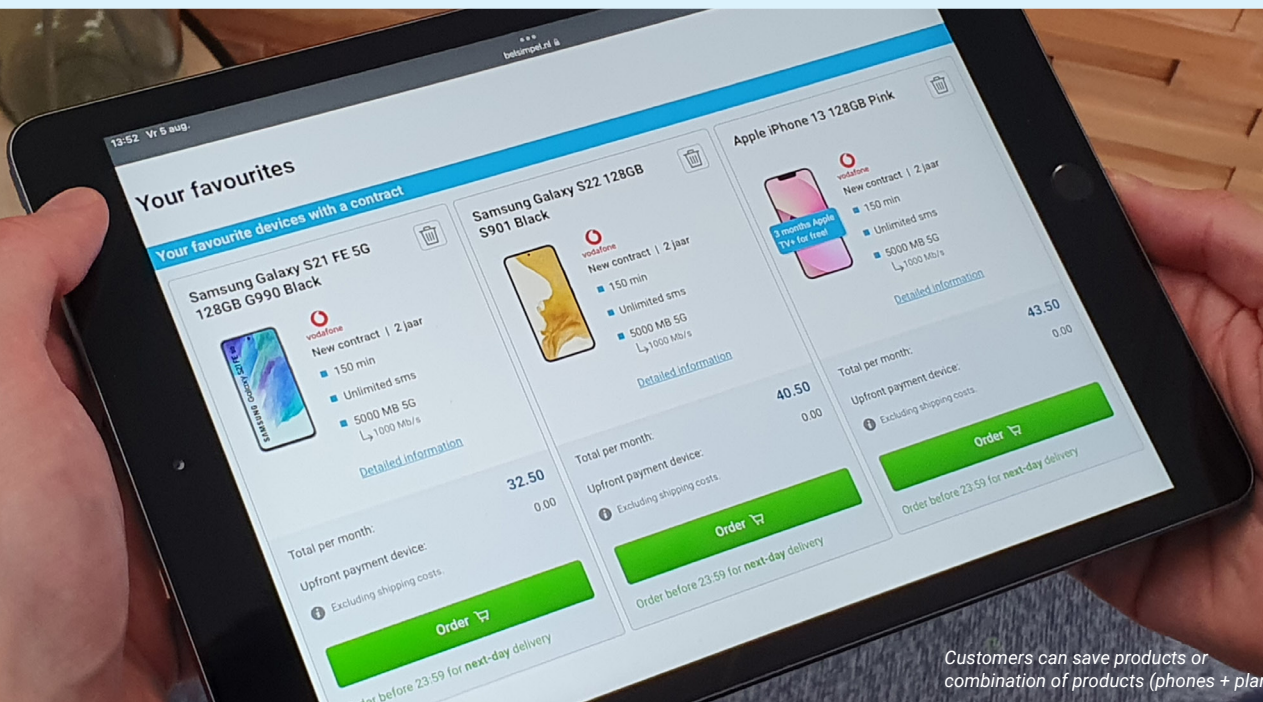
Improve family management

Let your customers arrange all the phones and subscriptions for their entire family easily in one account. Information concerning all phones and subscriptions can be viewed within the account, including, among other things, warranty details, family discounts and subscription information per family member.



“When done right, personalization allows retailers to do more than merely survive: it enables them to thrive.”

Source: McKinsey, 2020



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