



# Digicel Triples Engagement and Increases Retention by Over 50%

Digicel uses Swrve to send hyper relevant, real-time messages that increase revenue, engagement, and retention amongst app users.

## Digicel

### Industry

Telecommunications

### Country

Global

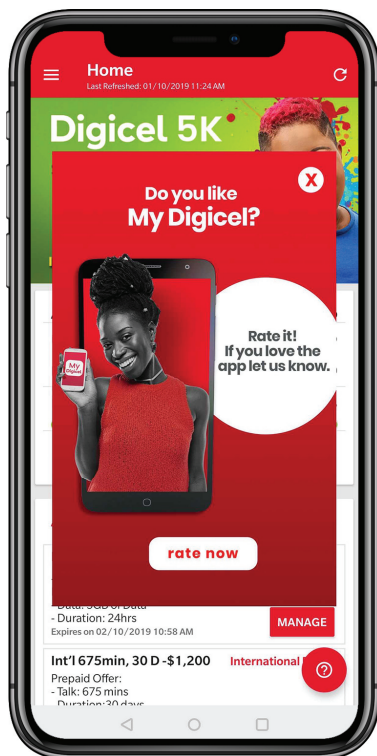
### Site

www.digicelgroup.com

### Delivering value, convenience, and personalized experiences in 31 markets

Digicel is on a mission to deliver the best network, the best service and the best value to their customers, and give back to communities worldwide. With over 13 million users in 31 markets across the Carribean, Central America, and the South Pacific, Digicel needed a way to confidently scale relevant communications in a way that drives engagement to their apps, increases MAU and LTV, and deepens customer relationships.

Digicel turned to Swrve to increase KPIs around new user journeys, plan activations, upsells, support call tickets, cross-promotion, and brand awareness. Initiatives like increasing the number of plans sold on the app and driving more upsells were core, but being able to speak to customers in a way that reflects local culture, dialects, and idioms was imperative to improving retention and increasing the speed and value of engagement for the customer-first brand.



“ We wanted a digital engagement platform that would allow us to speak to our users in a fast, engaging way, providing them with on-time, relevant information. The product is not only intuitive but also highly effective. Campaigns can be set up in minutes to target the right customers with timely and relevant information in their local language, which makes messaging even more engaging.”

- Lola Akinyinka, Director of Digital Products

### The Challenge

#### Increase user retention and drive more purchases

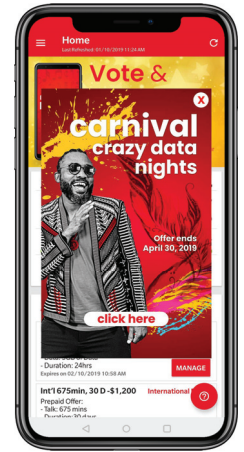
With the majority of Digicel customers being prepaid, Digicel wanted to drive better LTV. Their team wanted to inspire more app user activity and positively influence user behavior. Digicel needed a way to target the right users with the right messaging on topics that would be relevant to them such as plan purchase, customer support and more.

## The Solution

### Real-time relevance optimized by A/B testing

Swrve processes and segments billions of customer actions in real time, daily, allowing enterprise teams to deliver 1:1 interactions to the right app user at the right time. Our enterprise-grade triggering and targeting work to create dynamic user journeys that deeply refine the accuracy and precision of relevant messaging at scale. Our A/B testing allows teams to experiment with as many as 99 UX resource variants at a time to reveal the number of users who engage, behaviors that follow, and revenue generated by variant.

“With the help of the Swrve team, onboarding and launching campaigns with their platform was very easy. Swrve directed us how best to set up user journeys and effectively target our customers. They have really helpful account managers and technical support who are always accessible,” said Conor Grace, Digital Customer Engagement Manager at Digicel.



### USING SWRVE, DIGICEL BUILT AND SENT:

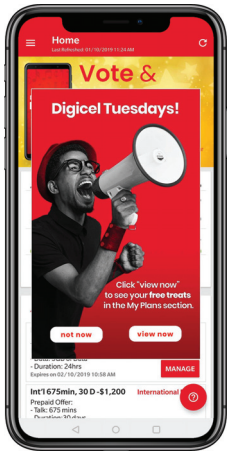
#### Hyper Relevant Push Notifications and In-App Messages in Real Time

The Digicel team sent push and in-app messages to new and engaged users that detailed which plans were available in their area, promoted top-ups and relevant experiences across apps. Digicel also used these tools to alert customers of national disasters, a rare but relevant use case in their region.

“We can use different events in Swrve to reinforce previous desirable user behavior (like a plan purchased, etc.). We also use events to prevent over-exposing users to messaging who have already completed the action mentioned in the communication,” said Akinyinka. “So if a user has already checked their charges, they will be filtered out of the charge awareness push campaign.”

#### Smart, Reliable A/B Testing

Digicel A/B tested in-app and push messaging promoting their plans, exclusive offers, and more, and sent the winning creative to new and engaged customers.



## The Results

### OVERALL RETURN ON RELEVANCE (ROR)

- **Significant uplifts in plans purchased** as a result of A/B tested, hyper-relevant push notifications and in-app messages
- **1.5M more app sessions** as a result of deeply personalized messaging sent to the right subscribers at the right time, bringing users back to the app and keeping them informed, engaged, and supported throughout their journey with Digicel

- **3x lift in engagement** on promotional messaging targeting subscribers who had made a purchase in the past, increasing awareness around key campaigns
- **52.1% lift in Day 30 user retention**, driven by messaging sent to the right users at the right time
- **28.7% increase in daily active users (DAUs)**, a direct result of real-time relevance delivering value to customers in their times of interest or need

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We have seen a significant uplift in all our most relevant self-care features. We have concluded that an educated app user is more likely to be retained, and Swrve is our number one tool for educating our digital users. **Giving our customers effective tools to self-care means that less users need to speak with customer care agents, or visit Digicel stores to fulfill basic activities, allowing agents to concentrate on more complex issues.** Swrve allows users to manage their mobile life directly from their smartphones,” Akinyinka shared.

#### About Swrve

Swrve is the marketing and customer engagement platform that helps leading brands confidently scale communications over millions of customers in real time. A Gartner Magic Quadrant for Mobile Marketing Platforms leader, Swrve is currently installed in 3.5 billion apps worldwide and processes 14 billion events daily.

#### About Digicel

Digicel Group Limited is a limited liability exempted company incorporated under the laws of Bermuda and owned by Mr. Denis O'Brien. Digicel Group is a total communications and entertainment provider with operations in 31 markets in the Caribbean, Central America and Asia Pacific. After 17 years of operation, total investment to date stands at over US \$5 billion worldwide. Digicel also runs a host of community-based initiatives across its markets and has set up Digicel Foundations in Haiti, Jamaica, Papua New Guinea and Trinidad and Tobago which focus on educational, cultural and social development programmes.



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