Winning Telco Customers Using Marketing Databases (Artech House Telecommunications Library)

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With telecommunications competition becoming more intense, it's clear that the telcos with the most effective marketing programmes will win market share. This handbook demonstrates how to develop a competitive marketing process and utilize strategies in database marketing to capture and keep the best and most profitable customers. It provides tips on organizing a marketing programme and getting the most out of a marketing budget. It covers how to fine tune marketing operations, build and use a marketing database, and take full advantage of billing systems and call detail information. It also shows how to analyze some of today's most successful telecommunications marketing campaigns and how they achieved their specific strategic objectives. The book supplies practical advice on the key roles of team formation, modelling, campaign planning and statistical analysis, and helps you make the best use of available marketing media, including direct marketing.

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