



Leading
Singapore
Telco

Performance Success Story

Leading Singaporean Telco Engages with over 700K MAU with Perx Connect+



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Background

One of Singapore's leading telecommunications and digital service providers. Established in 2000, the company offers various services, including mobile, broadband, pay television, and enterprise solutions. The telecom giant is dedicated to providing its customers with cutting-edge telecommunications and digital services, fostering a robust digital lifestyle through continuous innovation and customer-centric strategies.

Objective

The brand has always focused on leveraging digital technologies to enhance user interactions. Launching its super app and the Loyalty Program is a testament to its continued efforts to engage its customers with personalized rewards, leveraging behavioral data and AI to tailor offerings to individual customer preferences. Since 2019 this telco giant has partnered with Perx to bring this to fruition.



Why Perx

Perx's engagement platform empowers businesses to segment their audience into meaningful personas and launch hyper-personalized, mobile-first, and omnichannel engagements. The ability to do this in a matter of hours as opposed to weeks made Perx the perfect partner for this telco brand.

Solution

Through game campaigns like hit-the-pinata that rewarded customers with vouchers and loyalty points, Perx offered a fun and exciting way for the brand to engage regularly with its customers. By merging the benefits of a loyalty program and the joy of winning vouchers to their favorite retailers and F&B vendors, the brand's customers now hooked and keep returning for more.



Performance Highlights

(January - June 2024)

OVER
190%

Increase
in users

100%

Increase in points
earned via game
campaigns

OVER
1.8M

Rewards
issued in the
last 6 months

OVER
85%

Returning
users for in-apps
engagements

OVER
100

Game
campaigns
launched in
6 months

OVER
90%

Campaign
completion
rate

70%

Average active
users over
total users

Reward Boost: Daily Spins, Daily Wins

Increasing Frequency of Customer Interactions

The telecom giant converted its customer behavior from once-a-month bill-payment interaction to a daily delightful engagement. The brand unlocked the secret to a successful loyalty program - providing customers with reward choices. By using Perx's Merchant platform, the telco brand onboarded partners whose vouchers would entice customers to redeem their points for a coffee, snack, or grocery bill discount. This way the brand became part of their customers' everyday happy moments!

And to help their customers win more points, they used the Perx Loyalty Engagement Platform. Perx's creative game mechanics lured customers to keep returning every day to play an interesting game and earn more points. For example, its daily Reward Boost campaigns offer customers a chance to spin the wheel and stand a chance to win up to 5-stars every day. This campaign has close to a 100% completion rate with almost everyone who has been issued the game playing it.



Objective

Continuous engagement with customers



Engagement Mechanics

Daily Spin-the-Wheel game for higher points



Audience

All customers



100%

Customers to receive the spin-the-wheel tries complete it at least once.

65%

Customers have played the game more than once in a month

19x

Higher redemption rate on vouchers that customers redeem with their points vs generic vouchers issued to them

Targeted Games for Different Customer Segments

Personalising Rewards For Personalised Experience

Perx enables the brand to convert each customer behavior into insights for targeted game campaigns with the right reward. Using the purchase behavior, loyalty tiers, and other such data points as cues, it is able to slice and dice its customer base for each of its campaigns.

For example, in the Apple AirPods Pro give-away campaign, they used Perx to create a segment of their Premier+ subscribers and target them with the campaign. This led to a 60% engagement rate with 32% of the targeted customers playing the game more than once.

Even for their regular campaigns like the Spinning Saturday campaigns, they use Perx's filtering and rule engine to create multiple campaigns for each of their loyalty tiers, each with a different voucher bound to entice that particular customer segment to act. For example, for their Platinum members, the brand offered a \$25 Shopee voucher that had 62% of customers engaging with the campaign, of which over 97% played the game more than once.

Objective

Drive engagement by offering personalized rewards for each



Engagement Mechanics

Weekly Spin the wheel with different rewards for different tiers



Audience

All customers



19M

Games played in the last 6 months

1.12M

Customers played the game at least once in the same period

85%

Returning users for in-app engagements

**Connect with us to
transform your mobile
engagement strategy**

