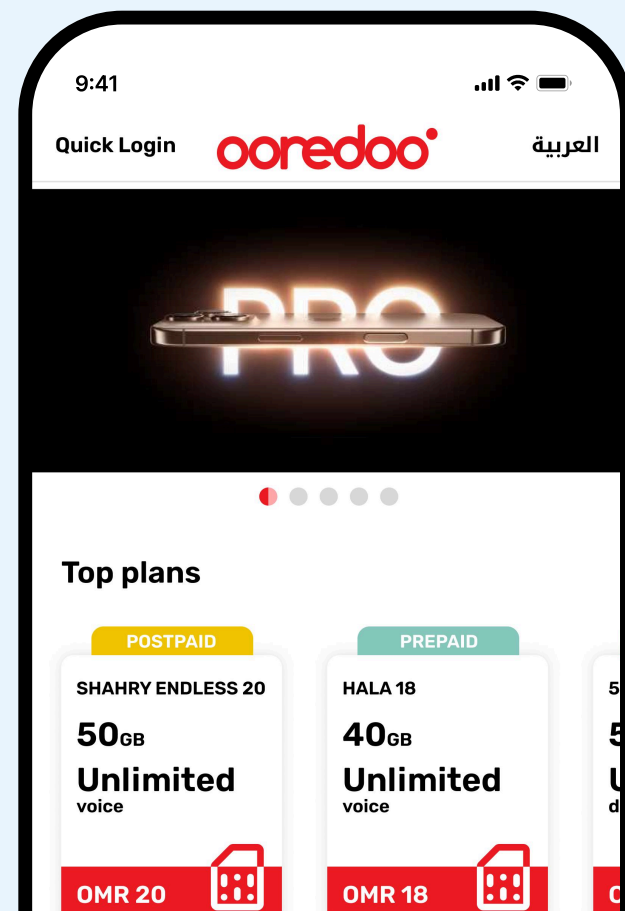


Case Study

Ooredoo Oman Increases Monthly Active Users by 20% and Achieves a 25% Renewal Conversion Rate with CleverTap

Ooredoo Oman, a leading telecommunications provider in the Middle East, is committed to delivering seamless connectivity and exceptional digital experiences to its customers. With a focus on innovation and customer-centricity, Ooredoo Oman has consistently strived to enhance user engagement and retention through personalised communication and data-driven strategies. By partnering with CleverTap, Ooredoo Oman has redefined its customer engagement, achieving measurable growth and improved customer satisfaction.



Challenges

Ooredoo Oman wanted to enhance its digital customer experience and provide users smoother, more engaging interactions. To do this, they focused on solving key challenges:

- ❗ The team recognised the need for real-time user segmentation to deliver highly personalised notifications to enhance engagement and conversions.
- ❗ With a rapidly growing customer base, they aimed to re-engage inactive users and reduce drop-offs at key stages through targeted communication.
- ❗ Managing campaigns manually took a lot of time and effort, often leading to delays and missed opportunities. The aim was to automate these processes to improve efficiency, accuracy, and timely engagement.

Approach

Ooredoo Oman implemented CleverTap's advanced segmentation, automation, and AI-driven insights to address these challenges:

- ✔ **Personalised Targeting:**
The team created personalised user journeys which included In-App pop-ups and Push Notifications to re-engage inactive users and drive usage of their new app updates.
- ✔ **Advanced Segmentation:**
By leveraging users' behavioural and transactional insights captured in real-time, Ooredoo Oman delivered targeted campaigns based on user activities like recharge frequency and browsing patterns.
- ✔ **Automated Campaigns:**
The team automated renewal reminders and other key customer communications. This led to higher conversion rates and a reduction in user churn.
- ✔ **Real-time Analytics:**
With CleverTap's Funnel Analysis, RFM Analysis, and Live User Activity Tracking, the team gained actionable insights, using which they could build a data-driven and optimised engagement program.

Impact

20%

Increase in Monthly Active Users

25%

Conversion Rate for Renewal Reminders



Higher App Update Adoption Rate



Higher Campaign Operations Efficiency

“

CleverTap has transformed how we engage with our customers. The platform's advanced segmentation, automation, and AI-driven insights have enabled us to deliver personalised experiences at scale. We've seen a significant boost in customer engagement and retention, while its automation capabilities have made campaign management effortless. CleverTap has not only improved our retention rates but also helped us maximise ROI.”

Abdullah Al-Naamani
Director - Digital & Innovation

