

# DIGITAL Consumer

Irfan Wahab Khan - CEO Telenor Pakistan

# THE GLOBAL DIGITAL STAGE & HOW IT FUNNELS INTO PAKISTAN

20<sup>th</sup> MAP Convention



# So

• Social

# Lo

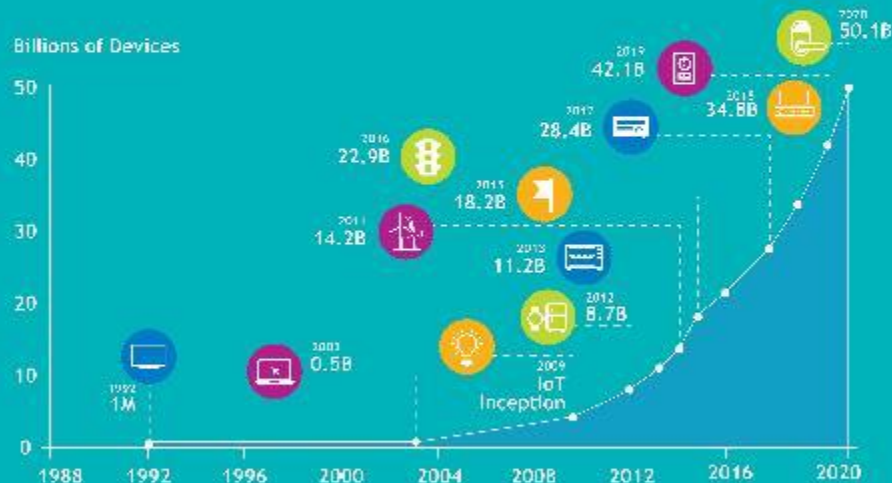
• Local

# Mo

• Mobile

# INTERNET OF THINGS (IOT) - THE NEXT FRONTIER IN DIGITAL

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## Machine learning

- Artificial Intelligence
- Automation



## 5G Internet to Fuel IoT

- Smart, connected devices + faster internet
- 10x Speed, 1ms latency, 100% availability



## Google Assistant/ Siri/ Alexa

- Learns and predicts your behavior
- Orders that pizza you have every Saturday



## Google Self-Driving Cars

- More it travels, more it learns
- Data uploaded on cloud to be used by other cars



## Telenor Automate

- Engine vitals, location and car health check
- Leverages Telenor Pakistan's vast data network



# DIGITAL/ MOBILE REVOLUTION ALSO THE HARBINGER OF A MULTI SCREEN EVOLUTION

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## 90 %

Of people use multiple screens sequentially

### POPULAR CROSS-DEVICE ACTIVITIES



Shopping



To-do-lists



Manage work & finances



Browsing internet



Search is the main motivator



## 77 %

Time that viewers watch TV, It is with an other device

### MOST USED DEVICES



-85% + With a Mobile Phone



2<sup>nd</sup> most popular medium - PC



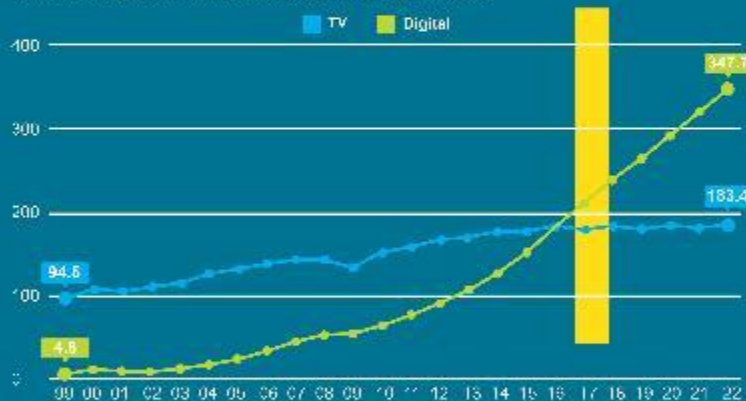
# SHIFT IN AD SPEND TOWARDS DIGITAL

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## Digital (finally) Killed the TV star

Worldwide digital TV ad spending (in billion U.S. dollars)



## Emerging Trends:

Online content streaming | Connected TVs | Mobile viewing

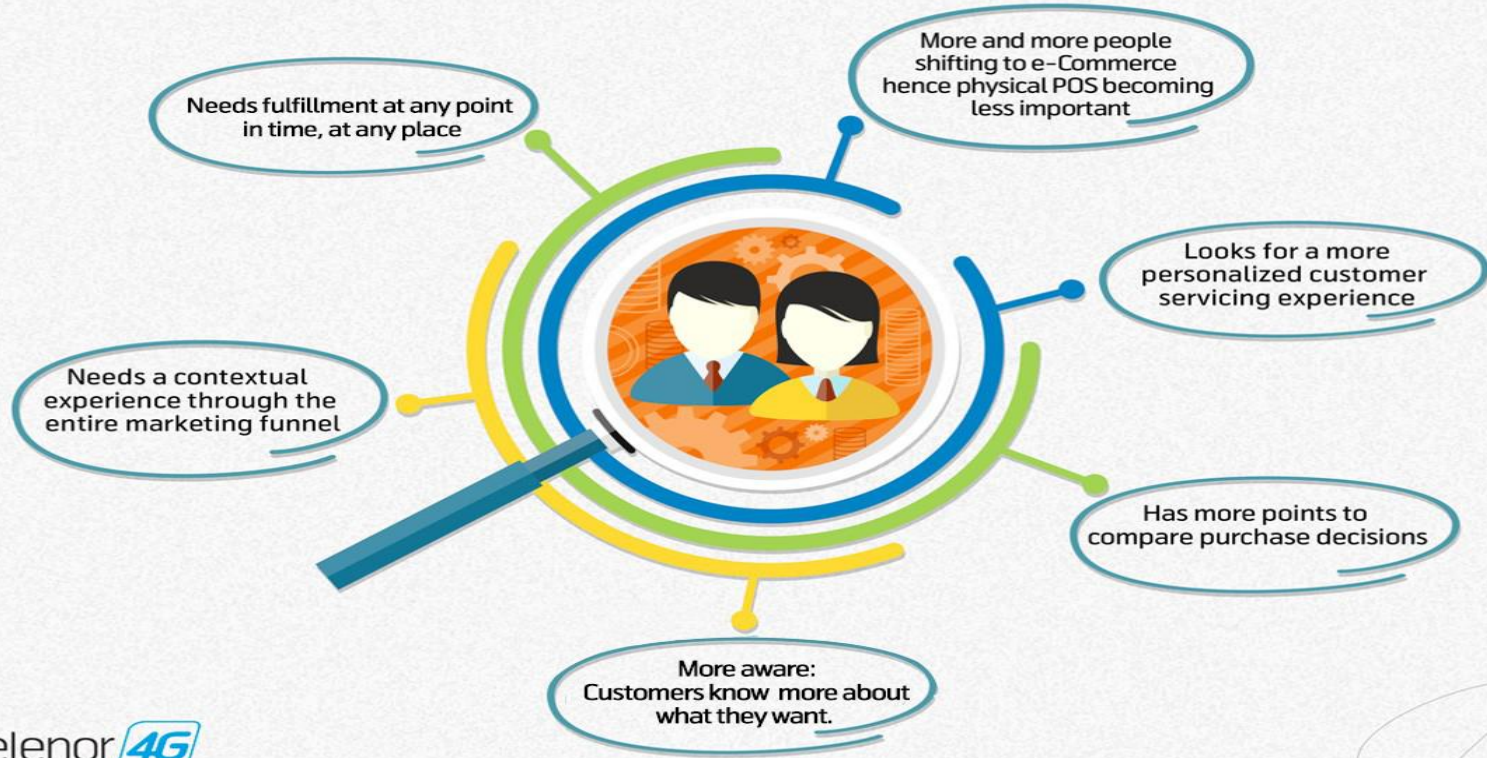
## \*Pakistan Telco Marketing Spend Share%

TV Others (Radio, OOH, Print) Digital



# A GLIMPSE INTO THE FUTURE OF CUSTOMER

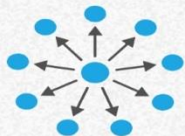
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# DATA IS THE NEW CHAMPION

## IT DRIVES THE REVOLUTION OF MARKETING & DIALOGUE WITH CUSTOMER



**Data Explosion** is the harbinger of new opportunities



**Pulse of Customer** is identified like never before

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**Surgical Dialogue**

**Contextualization**

**Personal Servicing**

**Fail Fast Grow Quicker**



More **experimentation** in marketing technology gives a lot more flexibility



Future for marketing is a mix of marketing & technology – Martech





# THE FUTURE OF MARKETING IS 'BEING MORE SURGICAL'

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Mass Marketing

Traditional mediums  
with larger share

Focus on sales and  
Acquisition

NOW  
FUTURE

Personalized  
Experiential Marketing

Digital will be the most  
important medium

A lot more focus on  
customer journeys



# MARKETING IN THE AGE OF TRUMP

## HOW DID TRUMP WIN THE U.S OVER?



### CORNERSTONES OF THE CAMPAIGN APPROACH

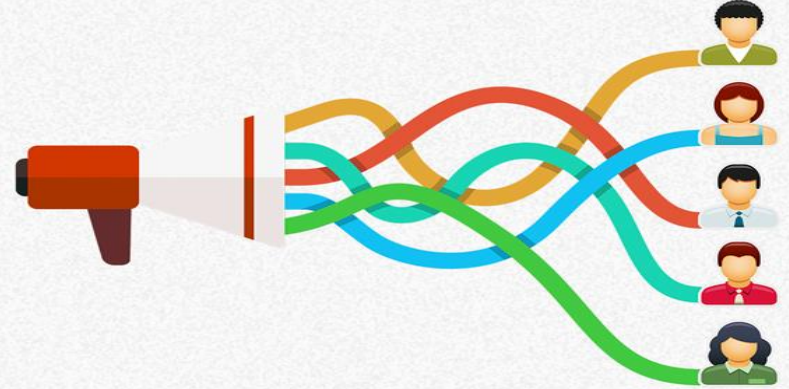
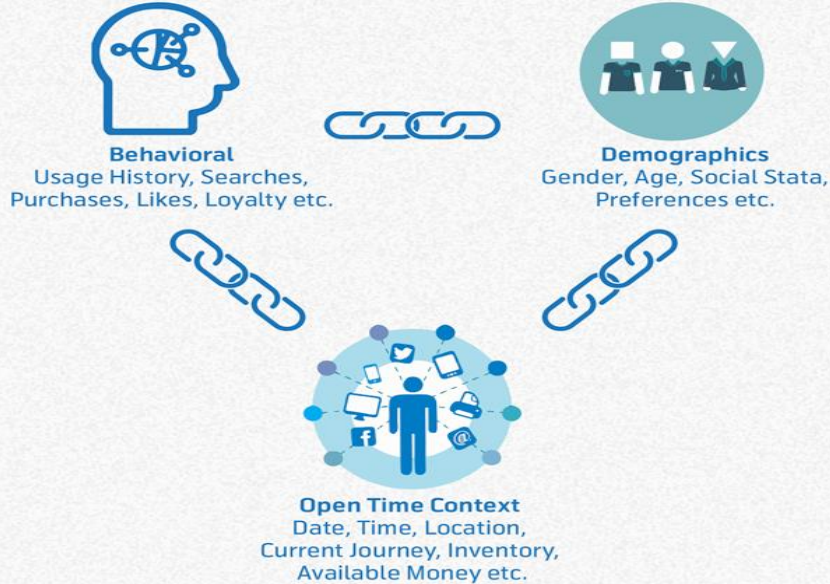
- Psychometrics
- Voter Profiling
- Talk to voters about what they hear



# CUSTOMERS SEEK PERSONALIZED MARKETING

## CONTEXT INCREASES CHANCES OF SUCCESSFUL ENGAGEMENT!

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**Customer** is only served with products that he/she needs at that point in time.

**Context** builds a higher effectiveness of sale/engagement.

**Customer Life Time Value** is effectually increased.

**Marketing efforts** are optimized.

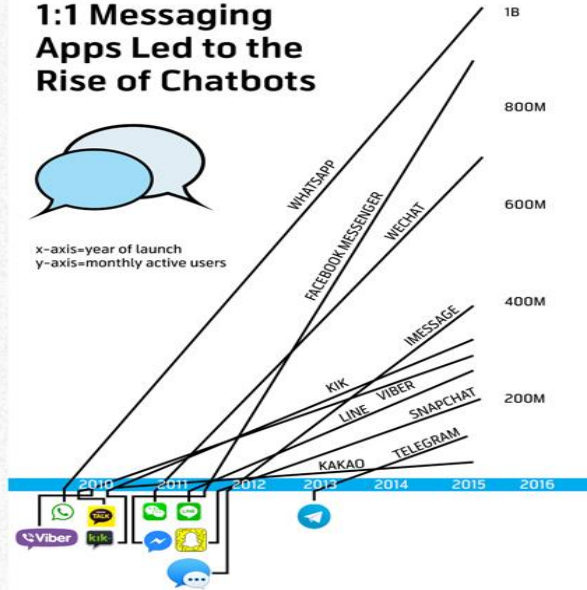
# CUSTOMER CARE IS EVOLVING ARTIFICIALLY INTELLIGENT SERVICING

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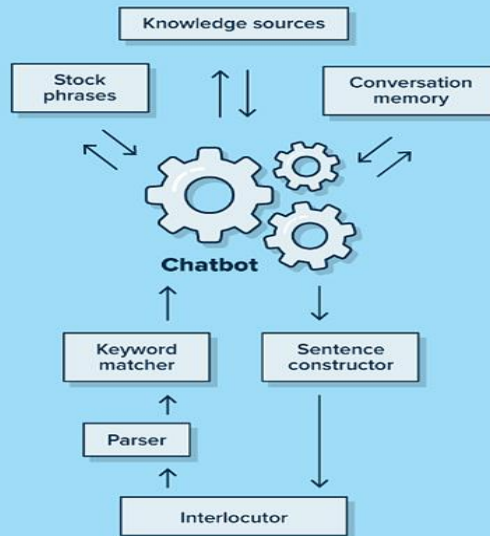
## How the Rise of 1:1 Messaging Apps Led to the Rise of Chatbots



x-axis=year of launch  
y-axis=monthly active users



## How Do Chatbots Work?



Increasing storage capacity for data mining, natural language processing and pattern recognition



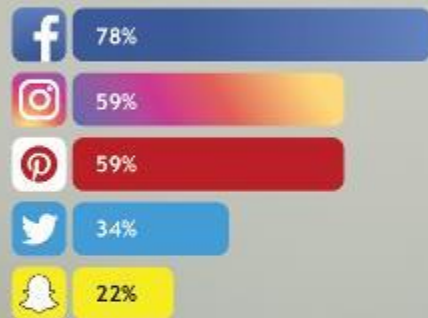
Cognitive computing from super computers allowing self-learning systems to be super intelligent



# SOCIAL MEDIA DISCOVERY LEADING TO ONLINE PRODUCTS PURCHASES

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## Social Driving Product Discovery



## Social Discovery Driving Purchases



**+47% growth**  
in media spend on  
Digital expected in 2018



**2nd Largest**

eCommerce player in SA  
\$1 Bn Industry by 2020  
80% + Cash on Delivery shipments  
Easypaisa and Ali Baba  
revolutionizing the industry



# PREDICTIVE SELLING AND CUSTOMIZED OFFERINGS

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Unified Experience  
Instant Fulfillment  
Easy Communication  
Personalization



**my telenor app**

- One Stop Solution
- Digital companion
- Servicing as per need
- **Instant gratification**
- **Convenience retains customer**
- Personalized & contextualized



# DIGITAL TRANSFORMATION IS ESSENTIAL

*to empowering governments, cities, citizens and to grow businesses...*



## **Engage your citizens**

with connected experiences on the go



## **Empower your government employees**

to respond faster to citizen needs and work transparently



## **Optimize government operations**

with one-stop solutions and rapidly deliver new services



## **Transform your government**

to drive innovation and growth



## **Grow Businesses**

by enhancing ease of doing business, reducing associated costs and extending reach





## Telenor – Building a Digital Pakistan