



Customer Lifecycle Engagement Strategy: Industry Research and Recommendations

Project Sponsor

TDS Telecom

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Executive Summary

TDS Telecom is a telecommunications company headquartered in Madison, WI. They provide Internet, phone and TV services in primarily rural and suburban communities in thirty US states. TDS Telecom is a business-to-business and business-to-consumer service provider. As technology continues to advance, TDS Telecom is facing increasing amounts of competition in the telecommunications industry. To encourage customer loyalty to their brand, TDS Telecom is interested in leveraging a strategy seen across industries which promotes timely and relevant communication to consumers. This strategy is known as customer lifecycle engagement.

The objective of this project was to identify best practices in customer lifecycle engagement across industries and provide recommendations to TDS Telecom for the development of their strategy. To achieve these objectives, the team first developed a high-level TDS Telecom customer lifecycle with company representatives. Next, the team performed online research and conducted interviews with representatives from seven University of Wisconsin E-Business Consortium member companies to compile examples of customer lifecycle engagement.

While researching, the team encountered recurring cases of companies relying on emerging technologies, personalizing engagement, and providing services beyond their basic offerings to deepen their relationships with customers. The results of the research were compiled into these three categories of customer lifecycle engagement styles seen across industries. Next, the team tailored the results of the research into recommendations specific to TDS Telecom, with consideration to their customer base and capabilities.

One recommendation is for TDS Telecom to use social media and forums to engage customers in a dialogue with each other. This encourages customers to interact with the brand outside of service issues and creates a sense of community. TDS could also initiate a customer rewards program and sponsor a scholarship competition to show additional appreciation for their customer base. Providing file storage capabilities and offering instructional videos would also encourage customer engagement to the TDS brand.

These recommendations, among others, were considered by the team as they developed a future state TDS Telecom customer lifecycle that reflects the increased customer engagement opportunities. The team believes that by adopting the engagement practices recommended in this report, TDS will deepen their relationships with customers and be rewarded with improved brand loyalty.

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UWEBC Member Companies

- American Girl
- Duluth Trading Company
- Great Wolf Lodge
- JJ Keller & Associates
- Sub-Zero/Wolf
- WE Energies
- Northwestern Mutual

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