

M1 Elevates Real-Time Telecommunications Customer Engagement with Tealium

M1, one of Singapore's top three telecom providers, offers mobile and fixed services to a diverse customer base. Known for innovation and a customer-first approach, M1 tackled the commoditisation of telco plans by adopting a Customer Data Platform (CDP) to enhance digital experiences and deliver personalised solutions across channels.

Overcoming Barriers to Hyper-Personalisation

In a competitive market where smaller telcos offered appealing alternatives, M1 sought to differentiate itself through exceptional, personalised customer experiences. However, key challenges included:

- **Fragmented data sources:** Customer information was spread across multiple platforms and touchpoints, making it difficult to create a unified view of the customer.
- **Data silos:** Poor integration between marketing and analytics tools limited collaboration and insights.
- **Limited personalisation:** Messaging and experiences lacked individual relevance, reducing engagement and satisfaction.
- **Inefficient processes:** Manual workflows and campaign delays hindered marketing scalability and effectiveness.



“Tealium has enhanced our approach to customer personalisation by allowing us to leverage real-time data to deliver tailored experiences across multiple online channels. Mezzo Labs and Tealium have been supportive and worked hard on bridging the gaps between our platforms, creating a near-seamless customer journey experience, enabling more effective retargeting strategies. The initial results so far have proved that we are heading in the right direction, and we’re excited about how marketing automation will continue to elevate our marketing efforts.”

– Desmond Ng, GM Martech, M1

\$200k In earned media annually

77k

Personalised experiences delivered daily

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From Data Silos to Real-Time Insights

M1 partnered with Mezzo Labs and Tealium to elevate customer engagement by implementing Tealium's CDP. By unifying data from various sources, M1 gained a real-time, centralised view of customers across touchpoints, breaking down silos and enabling actionable insights.

Advanced segmentation allowed M1 to create precise customer profiles, delivering hyper-personalised messaging across web, email, and mobile channels to boost engagement and retention. Tealium's automation streamlined workflows, reduced turnaround times, and supported always-on campaigns. Using a minimum viable product approach, M1 tested and refined campaigns, ensuring efficiency and personalisation at scale.

Results That Transform Customer Journeys

M1 achieved impactful results through its adoption of Tealium's CDP:

Higher conversions & Improved Customer Journeys

- **Personalised messaging** for high-value customer segments boosted a substantial **increase in conversion rates**, with **89%** of users **progressing** smoothly through key funnel steps.
- Conversion rates for specific customer groups nearly doubled, reaching 7.37% compared to the previous average of 3.8%.

App personalisation

- The integration of Tealium has allowed M1 to **process 700k daily events, execute real-time campaigns, and deliver 77k personalised recommendations daily**. This use of real-time personalisation has enabled an equivalent of **\$200k in earned media annually**.

Future opportunities identified:

- Actionable insights revealed ways to **streamline** checkout processes and **refine campaigns** for key customer segments, **driving ongoing growth and success**.

Through this collaboration, M1 successfully redefined their customer engagement strategy, making significant strides toward achieving their goals of enhanced personalisation and seamless customer journeys.

