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Odido Revolutionizes Customer Journeys with AI-Powered Personalization

About Odido

With nearly seven million customers, Odido is the largest mobile communications company in the Netherlands. The company proudly provides individuals and businesses with top-tier mobile, landline, Internet, and TV services. Driven by a dedication to innovation and customer-centricity, Odido facilitates human connection through seamless communication.

Challenge

Odido has long recognized the power of first-party data in shaping exceptional customer experiences. In 2016, the company was ahead of the curve, using its customer data to drive segmentation and personalization strategies that enhanced engagement and boosted conversion rates.

However, as digital channels multiplied and customer expectations grew, delivering seamless, personalized experiences became more complex. What was once a competitive advantage quickly became a necessity for retaining customers and driving revenue growth. Yet, legacy processes and siloed systems made it challenging to get a holistic view of the customer. There was a need for next-level unified and actionable data to be able to scale personalization efforts and deliver the level of relevance demanded by today's consumers.

Solutions

To overcome these challenges, Odido partnered with BlueConic and its solutions partner GX to implement an AI-driven personalization strategy.

A Unified View of Every Customer

Using BlueConic's customer data platform (CDP), Odido consolidated data from most of its channels and brands into persistent, customer profiles. With easy access to these unified profiles in a marketer-friendly, point-and-click UI, Odido can dynamically segment customers based on key attributes, behaviors, predictive insights, and more. These segments update in real time and can be activated across a variety of channels, including web, app, outbound messaging, and even call service interactions to deliver highly personalized experiences.

Powering Next Best Action

With a unified, (near) real-time data foundation in place, Odido took its personalization strategy to the next level by implementing a Next Best Action (NBA) model—an AI-driven approach that predicts the optimal next step for each customer based on transactional and behavioral data. Together with GX, Odido designed Maestro, a cloud-based solution that calculates NBA recommendations by analyzing CRM, transactional, and behavioral data.

This NBA data is automatically sent to BlueConic through a real-time connection, where it is integrated into Odido's unified customer profiles. With BlueConic, Odido can instantly activate these insights to deliver hyper-personalized experiences across all customer touchpoints. The real-time integration ensures that Odido delivers the right offer or message to each customer at the right time. For instance, Odido can proactively engage at-risk customers, extending targeted offers to prevent churn.

A Continuous Learning Approach

Odido's AI-driven personalization engine doesn't stop at activation—it continuously improves. A custom feedback loop captures each customer's response—whether they accept an offer, engage

with a message, or take another action—and sends that data back to Maestro. This continuous flow of insights allows the model to refine itself over time, improving the accuracy of each next best action based on real customer behaviors.

As a result, Odido ensures that its personalization strategy adapts to evolving customer expectations, driving stronger relationships, higher engagement rates, and long-term business growth.

Results

The Odido-BlueConic-GX partnership has transformed how the company interacts with consumers, enabling the delivery of highly relevant messages across Odido's B2C and B2B channels. The results have been remarkable:

- **85% of converting customer journeys** are influenced by Maestro and BlueConic, meaning nearly **9 out of 10 conversions** involve personalized interaction powered by these platforms.

- **Click-through rates (CTR) increased to 8-12%** for commercial messages targeting renewal customers across Odido's product lines, including mobile, devices, internet, and television.

What's Next for Odido

Looking ahead, Odido plans to expand its AI-powered personalization across additional brands and incorporate data from more channels, including paid media and human-assist interactions. The company is also focused on enhancing its real-time capabilities to ensure every touchpoint remains personalized and responsive to the evolving needs of its customers.

" **Partnering with BlueConic and GX has completely transformed how we engage with our customers. By unifying our data and leveraging AI-driven insights, we're now able to deliver truly omni-channel, personalized journeys that enhance the experience and meet the unique needs of each individual customer.**"

Eddy van der Sman
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Odido