



Universitatea Tehnică a Moldovei

**DATA STRATEGY DEVELOPMENT IN MARKETING
TELECOMMUNICATIONS SERVICES ON EXAMPLE OF
UNIFUN INTERNATIONAL LTD**

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Abstract

Nowadays data collection and data analysis are exploding and the marketing function in companies become more sophisticated and customized. In telecommunication companies providing customer services is at the heart of business concern. Big data in marketing have become a critical driver and an important leverage mechanism to improve customer service. Unifun International LTD as other similar companies is trying to develop a sound knowledge base of their customers to increase company's sales and effectiveness of decision making. Competitive advantage on the local and global markets can be achieved through the delivery of customized products and services.

This thesis makes an attempt to describe a practical approach to use customer data in marketing activities. Therefore, the primary goal of this paper is to apply new strategic elements that include data analysis in practice. The performance results of Unifun International LTD are described before and after the strategy is implemented. The benefits of data adoption in business marketing activities are described as results of these research.

Keywords: marketing strategy, customization, database management, IVR and USSD services, promo platforms, decision making, data analysis, customer relationship management.

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INTRODUCTION

With increased competitiveness on the global market Big Data is a tool of generating knowledge and supporting decision making (Tan & Zhan, 2017) [1]. According to Mawed & Aal-Hajj (2017) [2], massive data sets are not just storages of data but also the ability to access, analyze the information in real time to derive benefits for a particular business. Liu, Singh, & Srinivasan (2016) [3] argue that if a technology of data management is properly applied customer data can produce an important marketing insights and represent customer intensions. Also customer data improves the understanding of changing markets and learning capabilities of managers involved in strategy making processes (Johnson et al., 2019) [4]. Companies equipped with the insights generated by big data, have a tendency to be more flexible and responsive to business needs and opportunities Zeng & Glaister (2018) [5]. Zhan et al., (2017) [1] argue that big data analysis can help companies to have access to customer's feedback, track down changes in customer behavior and communicate this information to the team that develop products and services. This knowledge can help businesses in the planning design and improvement in their marketing initiatives. This idea is supported by Richey et al., (2016) [6] stating that a big data can improve companies forecasting abilities as well as address several risks associated in decision making. Another important factor observed by Xu, Frankwick, & Ramirez (2016) [7] is that big data facilitates the performance and the costs of observing customers and monitoring competitors. The use of information is necessary for development of customized products which in turn enhance customer loyalty. Different customer needs can be satisfied throw tailoring services and products (Rust & Huang, 2014). The capability of the company to grasp the view of customers (Zeng & Glaister, 2018) [5], will ensure that the final service or product will match the requirements of target customers.

This research work is based on real database of a telecommunication company Unifun International LTD. It describes real marketing practices and activities for the company and presents an actual investigation topic on how customer data can be used to improve the marketing strategy. It describes activities on example of Tajikistan market being provided with Melomania service in two timelines, so the first being from 1 March 2021 before the strategy was implemented and 1 June 2021 before strategy implementation. The research work also contains the evaluation the results of new marketing strategy implementation and recommendations are given for future development. The paper is organized in the following way: brief conceptual background of business strategy, a brief outline of research goals and objectives are overlooked on Unifun International LTD, description of data management strategy, compared result before and after the strategy implementation, and finally conclusions of implemented strategy. Although the strategy was applied in one region and one service, its implementation could be potentially expended over similar services in the international markets.

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