

Guinea Orange Customer journey

Orange Guinea is the leading mobile network operator in the country, serving more than 60% of the market. In a highly competitive environment, sustaining growth requires not only attracting new subscribers but also maximizing value across the entire customer lifecycle. Since 2013, Orange Guinea's marketing teams have focused on improving the relevance, efficiency, and performance of their customer engagement strategies. To support this ambition, Orange Guinea partnered with Intersec to enhance its digital customer journey capabilities.



The objective was clear: enable data-driven, automated marketing campaigns that deliver the right message to the right subscriber at the right time, while allowing teams to continuously improve performance and demonstrate measurable business impact.

THE SOLUTION

Contextualization is key

Intersec's solution enables Orange Guinea to run highly contextualized marketing campaigns across its subscriber base. By leveraging real-time data and behavioural insights, marketing teams can engage customers with relevant offers that align with their usage patterns, needs, and lifecycle stage.

Customer support

Intersec's teams provide ongoing strategic and tactical support, going beyond mere execution. This collaboration has helped to streamline campaigns, improve efficiency and free up valuable time for high-value strategic initiatives. Revenue attributed to marketing activities increased significantly within the first months of use.

Target optimization

Thanks to target optimisation capabilities, Orange marketing teams can refine scoring, optimise adoption and prevent revenue cannibalisation. By identifying the optimal moment to engage each subscriber, campaigns have improved engagement, reduced churn and increased conversion rates by over 5%.



HIGHLIGHT

By continuously optimizing campaigns and engaging subscribers at the right moment, Orange Guinea has strengthened marketing performance and revenue contribution. As Nene Hadiatou Bah, CVM & Loyalty Manager at Orange Guinea, notes: "Intersec's marketing solution and the support we have received have enabled us to focus more on strategy and demonstrate a direct and growing contribution to Orange Guinea's revenues."

