



## SOLUTIONS

MEDIA &  
ENTERTAINMENTCross-Channel  
Orchestration

Sunrise Communications, the 2<sup>nd</sup> largest telecom in Switzerland, delivers orchestrated communications across channels and in coordinating with the overall digital experience of their brand

## Challenges

- Digitally transform all business processes to deliver easier and improved online experiences
- Deliver compelling customer experiences and messaging across all channels and for all brands
- Simplify operations and reduce time-to-market
- Orchestrate customer communications across channels

## Key Results



Automated marketing campaigns implemented for customers and prospects, across email, SMS, Push, Social, based on contextual clues



REDUCTION in operating costs, as well as FASTER time-to-market with Adobe Campaign



Increase in NPS, engagement and other customer-related metrics from personalized and real-time, contextual communications



*The fact that we can tightly integrate online marketing campaigns with e-commerce plays a major role for us."*

Dr. Janos Heé  
Director of Digital Business, Sunrise Communications

