



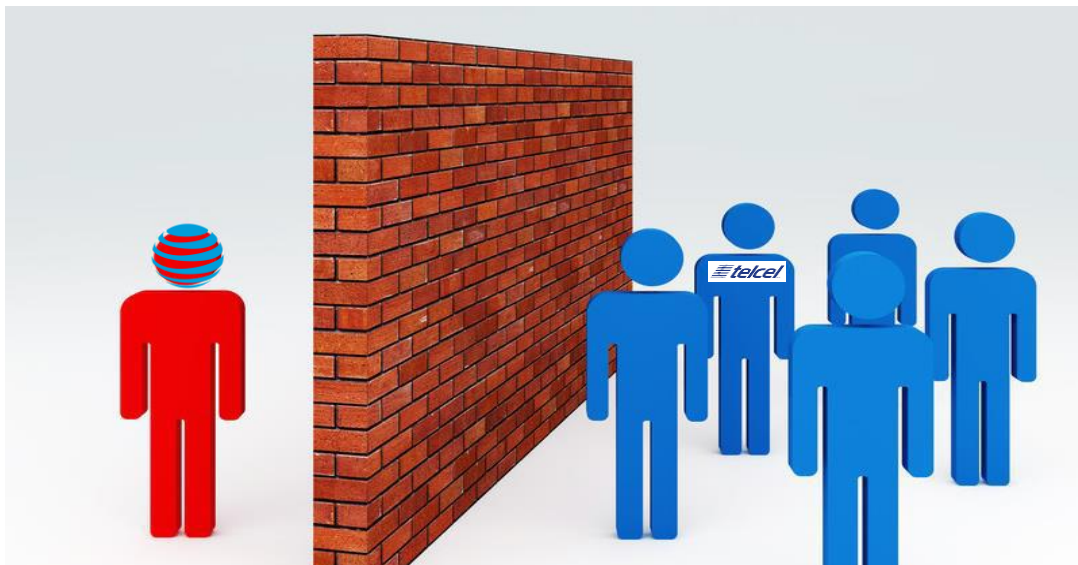
“Any rewards program that fails to understand and address customer’s desires will likely result in disappointment”

Overview

ENODO analysts conducted data analytics and social media exploitation of AT&T Mexico’s Membership Rewards Program to identify social media penetration, measure public perception, and assess AT&T Mexico’s ability to promote the benefits of their rewards program.

Key Findings

- Despite being ranked [first](#) in quality and customer satisfaction, AT&T Mexico’s social media activities regarding its membership rewards program fail to effectively engage online target audiences
- There were no hashtags, trending topics, nor social media discussions about AT&T’s rewards program outside the official AT&T website
- Telcel and other competitors are able to promote benefits, increase exposure, and initiate engagements with potential customers due to AT&T’s limited social media presence

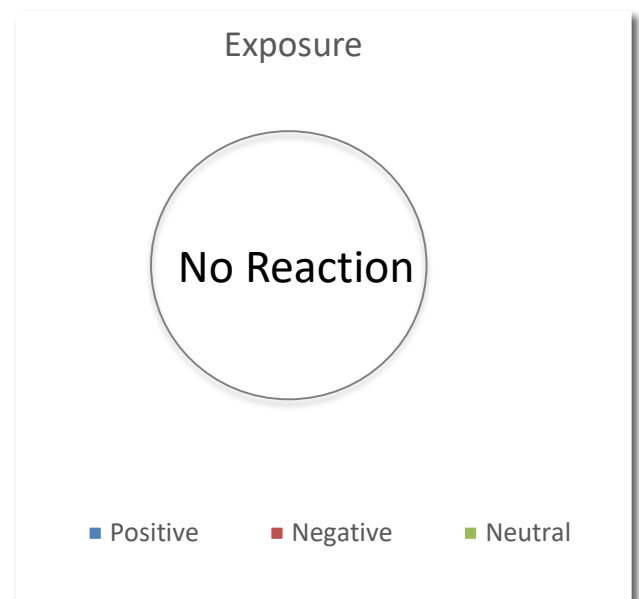
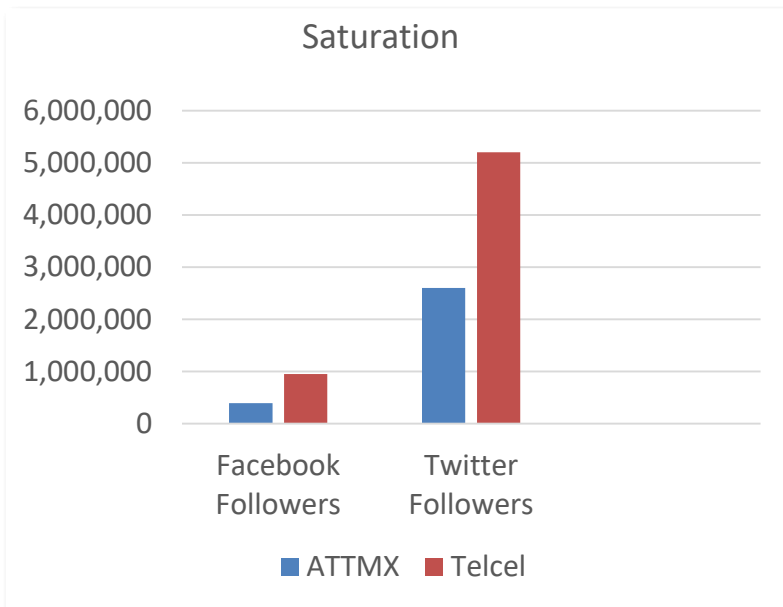


“Hi, George :D do not think twice :D come to be part of #TelcelEsLaRedand receive incredible benefits: D in addition to the greater coverage :) Make your portability and receive twice the megabytes for 12 months with the Plan TelcelMax No Limit 5” -Telcel

“Fatal service @ATTMxyesterday 5 hours on the phone without exaggeration and did not comply with what was promised or with my benefits”

Data Analytics

- A total of 14,200 tweets and 220 Facebook posts were collected from March 6, 2018 to March 20, 2018
- Analysts compared AT&T Mexico’s social media saturation with a leading competitor to identify the shortfalls of its social media campaign
- Social media exploitation revealed no discussion or reactions pertaining to AT&T’s reward program



Recommendations

- Design a social media campaign customized for the Members Rewards Program that will promote the benefits of membership with existing customers
- Analyze sentiment and behavior of existing customers to identify where to allocate resources and promote the rewards program
- Adjust the Members Reward Program based on continuous monitoring of public sentiment to maximize program’s impact