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CASESTUDY / AIS

Web Analytics Solutions Help Wireless Networks Make the Call on Content, Conversion, and Customer Satisfaction

BUSINESS OVERVIEW

Advance Info Service Plc. (AIS) is the leading wireless telecommunications network operator and the premier provider of mobile services in Thailand, with a customer base of more than 16 million subscribers. Their web sites (www.ais.co.th, www.gsmadvance.com, www.one-2-call.com, www.mobilelife.co.th, www.gsm1800.net, www.mfa.co.th) offer a wide array of useful information and self-service features, such as call centers and online billing. AIS also provides interactive tools like bulletin boards and chat rooms for subscribers and web visitors – whether they are in the country or roaming abroad. These web sites are designed not merely to build online relationships with existing and prospective customers, but also to enhance corporate brand image and reinforce AIS’ goal of developing an online community.

BUSINESS CHALLENGE

AIS deployed several interactive tools, along with viral marketing and offline tie-in campaigns that were successful in driving traffic toward the site, they succeeded in creating increased involvement and dialogue among online customers within a community. However, the higher traffic, combined with a large volume of content, has given rise to the need for a more advanced web analytics solution to optimize web content and gain in-depth insight into customers’ and prospects’ behaviors and preferences.

In addition, AIS wished to implement web-on-mobile initiatives in response to the active lifestyles of their customers. However, they were unable to determine whether or not the targeted groups’ mobile devices supported the web format. Only by gaining such insight would they be able to devise a strategy for implementing a web-on-mobile service that would result in a high return on investment.

WEBTRENDS SOLUTION

To cope with its emerging business demands, Inetasia recommended that AIS upgrade their Webtrends service to the latest version, so the company could more easily take action on the information and improve their results.

“Webtrends solutions gave us the visibility we needed to monitor our web site performance. We really like the granularity and the fact that it provided a variety of reporting options. Webtrends is the essential daily solution for uncompromising access to enterprise-quality metrics, analytical data, and information we need to optimally run our network of sites, especially our wireless community.”

- K. NAWAPORN PRACHADECHA, MASS INTERACTIVE MANAGER, AIS

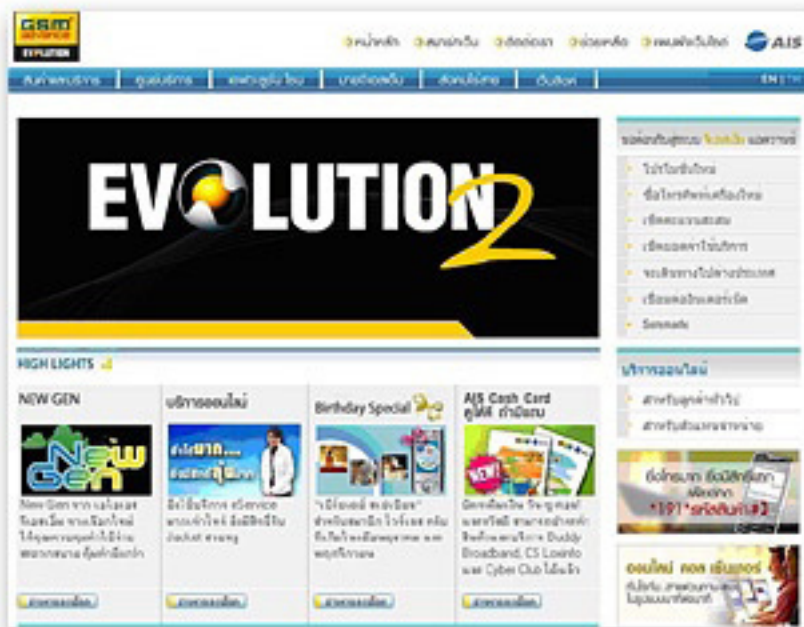
Webtrends analytics solutions enabled the AIS management team to identify which web sites or content groups were in the highest demand, and which marketing efforts drove quality visitors. This information allowed the company to prioritize services and content to drive visitors further into the site, and focus marketing efforts on the most desirable results.

In addition, managers can drill into specific details of users' behaviors, providing a significant source of information to improve web site effectiveness, business decisions, overall operations, as well as revenue-generating initiatives.

RESULTS

Webtrends' comprehensive marketing reports and content analysis empowers AIS to effectively modify its web content on the fly. E-marketing strategies and offline tie in marketing initiatives can be adjusted to meet site visitors' dynamic demands, thus improving customer satisfaction. AIS is now capable of analyzing visitors' behavior and maximizing the effectiveness of its online self-service, resulting in substantially lower offline customer support costs.

AIS is not only able to track traffic, but is also able to pinpoint detailed information (such as handset versions/models and browser compatibility) to fully address the web-on-mobile service. The information allows the AIS management team to effectively devise a well-rounded strategic road map that ensures the service's popularity and success. With Webtrends analytics, AIS now enjoys customizable reports that make its business planning and decision-making easier, faster and more accurate. The ability to segment audiences provides a better understanding for AIS to effectively gain new customers, retain existing ones, and reinforce customer loyalty.



In addition, the AIS management team can now gauge the effectiveness of its web content and evaluate its products, services, and marketing efforts to see whether they are in line with target customers' demands and preferences. The team is able to improve customer satisfaction through the provision of relevant products and services – including improved online customer self-service. All of these insights serve as a strong support, not only for the improvement of current business, but also for business expansion to cover e-commerce or other web-marketing initiatives in the near future.

About Inetasia

Inetasia is a leading Asian independent web development company, providing high-value technology solutions to the global marketplace using the Internet, web-based applications, and information technologies. Inetasia provides a complete end to end solution, starting with the analysis of our client's business requirements for their online initiative. The requirements are then matched to key metrics that the organization will use to measure their ongoing performance and success. Inetasia then recommends the most appropriate level of customization and data collection to provide accurate and relevant reports for end users.

For more information, visit: www.inetasia.com

About Webtrends Inc.

Webtrends is a trusted analytics advisor in the business of collecting, analyzing, delivering and ultimately transforming data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. Webtrends was the first web analytics company, founded over 15 years ago.

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