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[Telefonica picks Swrve to boost customer engagement](#)

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[Telecompaper](#)

Customer engagement platform Swrve has announced a contract to help Telefonica provide real time experiences to its more than 350 million customers across 14 countries worldwide. Under the terms of the deal, Swrve said its technology will drive subscriber acquisition, engagement, retention and revenue by supporting Telefonica's rollout of smart notifications, smart Wi-Fi, e-care apps, video streaming apps and more.

Swrve added that its platform works by monitoring and acting on deep customer behavioural data in sub-second time frames, helping Telefonica understand in real time where and when subscribers are most likely to engage and appreciate the value of timely and relevant messages. It also monitors feature usage to deliver messages to users that haven't taken advantage of specific app capabilities or promotions, while identifying frequent users and engaging them for feedback and app store reviews.