

How the MobiLytix™ Intelligent Interactive Notifications Solution Enabled an Operator to Deliver Contextual Promotions

Interactive End of Call Notification

Summary

Deploying the **MobiLytix™ Intelligent Interactive Notifications solution** enabled the operator to improve the take rate of marketing campaigns by delivering relevant offers to the right customers at the right time over interactive post call notifications.

Challenges

- A predominantly prepaid multi-SIM Market
- A high annual churn rate of approximately **20 per cent**
- Stagnating prepaid revenue

Solution

- The solution delivered contextual promotions to prepaid subscribers as a part of the post call notifications feature
- It also supported dynamic profiling of consumer behavior in real-time, based on real-time processing of all network data streams
- Best offers or feedback were triggered in real time based on the customer's usage patterns



Numbers tell the story

The number of average recharges per day increased by **5%**

The number of average revenue from daily recharges increased by **5%**

An increase in top-up revenue up-sell by **5-10%**