

## How Mahindra Comviva enabled an operator in Kenya to enhance revenue

### Subscriber Loyalty Solution

Deploying Mahindra Comviva's **MobiLytix™ Multi-Channel Campaign Management-Subscriber Loyalty Solution** helped an operator in Kenya seamlessly **launch various reward campaigns to promote subscriber loyalty and drive revenue.**



### Numbers tell the story

Over **25 per cent** of the operator's subscriber base was enrolled in the system, leading to:

- **13 per cent** increased activity on the network
- **32 per cent** increase in revenue
- **30 per cent** increase in usage
- **11 per cent** increase in revenue from data services

Over **25 million** call detail records are processed daily

Summary

Challenges

Solution

- **A Predominantly Prepaid Market**  
Prepaid customers accounted for **97 per cent** of the overall market
- **A Rapidly Expanding Market**  
Penetration of SIM cards stood at **73 per cent**

- Mahindra Comviva's MobiLytix™ Multi-Channel Campaign Management-Subscriber Loyalty Solution offered the operator the flexibility to deliver a customized loyalty programme.
- These programmes were customized to create subscriber longevity and launch offerings that effectively measured, tracked and rewarded customer loyalty.
- The Subscriber Loyalty Solution also offered the subscriber multiple rewarding options and benefits.

URL: <https://www.mahindracomviva.com/products/customer-value-management/mobilytix-suite/mobilytix-campaign-management.htm>

**We are the business of tomorrows**

©2017 Comviva Technologies Limited. All Rights Reserved.