Mahindra COMVIVA

Revenue Plus

Drive Revenue Growth with Superior Customer Value Management

Competitive market forces and changing customer expectations have eroded traditional bases of competitive advantage in the telecoms marketplace. To maximize ARPU, operators need to meet user expectations in now-time and ensure that the marketing activities deliver immediate returns.



Global mobile customer loyalty reaches all-time low

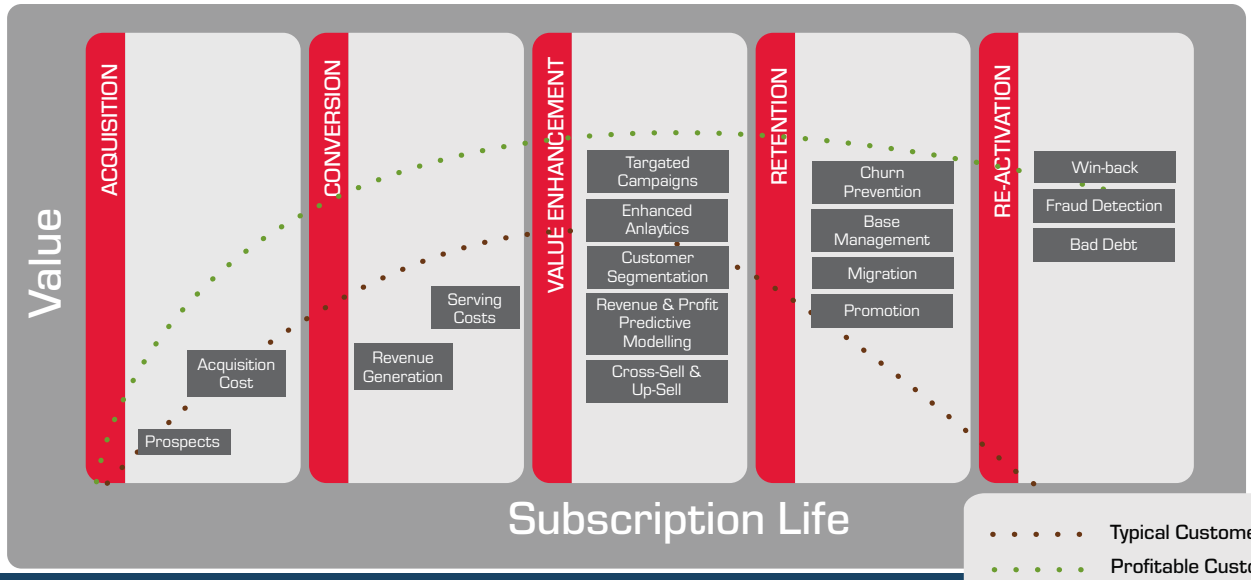
On an average, 44% of mobile customers churn every year

Average lifetime of a mobile customer on a network is 27 months

An approximate 30% of customer base in emerging markets is inactive

Source: Ovum Research Report

Importance of now-time marketing in the customer lifecycle



Operators require an effective engagement strategy spanning the entire customer lifecycle from acquisition to retention to re-activation.

Enhancing Customer Lifetime Value

Mahindra Comviva's Revenue Plus is a customer value management suite that provides operators with a trigger based marketing platform, customised business solutions and expert marketing services to drive revenue growth and subscriber's lifetime value.

The suite comprises of

Revenue Plus Marketing Platform

By aggregating subscriber usage data from multiple sources, Mahindra Comviva's Revenue Plus, an analytics-driven marketing platform, equips operators with tools to identify a wide range of service usage patterns and develop strategies to maximize customer lifetime value. The information can be leveraged to proactively target customers with highly relevant promotions – optimizing usage and enhancing revenues per customer.

Revenue Plus Services

Marketing Customer Value Management Consultancy allows transfer of 'operational usage and revenue enhancement responsibilities' to a trusted partner, wherein the partner takes a proactive approach towards managing end-to-end uasge & retention operations.

Revenue Plus Business Solution

Revenue Plus Business Solutions aids marketers to make quick and relevant decisions, providing a consolidated view of revenue trends, targets & deliverables, product performance, new product strategy, and various other attributes that contribute to revenue generation.

- Reporting & Performance monitoring
- Churn Prediction & Winback
- Recommendation Engine
- Inbound Marketing
- Partner Management
- Lottery Management
- Loyalty Management
- Campaign Management
- Segmentation & Analytics
- Revenue Planning

Benefits

Operators

- Deeper insight into customers' usage patterns
- Higher ARPU diven by individualized campaigns
- Rationalized marketing opex
- Faster time-to-market
- Enhanced campaign yield with targeted offers
- Measurable performance results to refine & optimize offers



Subscribers

- More relevant and personalized offers
- Enhanced value throughout the lifecycle
- Flexibility to choose from various pricing propositions



Channel Partner

- Incentives and attractive rewards
- Online & instant transaction validations
- Hassle-free transaction based schemes
- Rewards fulfillment on the fly
- Opportunities to earn commission or loyalty points
- Higher motivation & inclination to increase business



Mahindra Comviva is the global leader in providing mobile financial and VAS solutions. It's a subsidiary of Tech Mahindra and a part of the USD 15.9 billion Mahindra Group. With an extensive portfolio of solutions spanning mobile finance, content, infotainment, messaging, mobile data and managed VAS services, Mahindra Comviva enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Its solutions are deployed by over 130 mobile service providers and financial institutions in over 90 countries and enrich the lives of over a billion people, globally.
For more information, please visit www.mahindracomviva.com

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