

MobiLytix™

Customer Engagement for
Digital Payments



Mobile money has registered significant uptake over the past decade. As per GSMA's State of the Industry Report 2015, the service has been more successful in extending the reach of financial services than traditional "bricks and mortar" banking.

However, mobile money operators still face several challenges. To begin with, subscribers may be inactive since the time of registration. Moreover, there may be a high number of dropouts and disengaged customers.

In this context, Mahindra Comviva's MobiLytx™ Customer Engagement for Digital Payments - a marketing engagement automation platform for digital payments, is aimed at:

ENCOURAGING the use of mobile money services

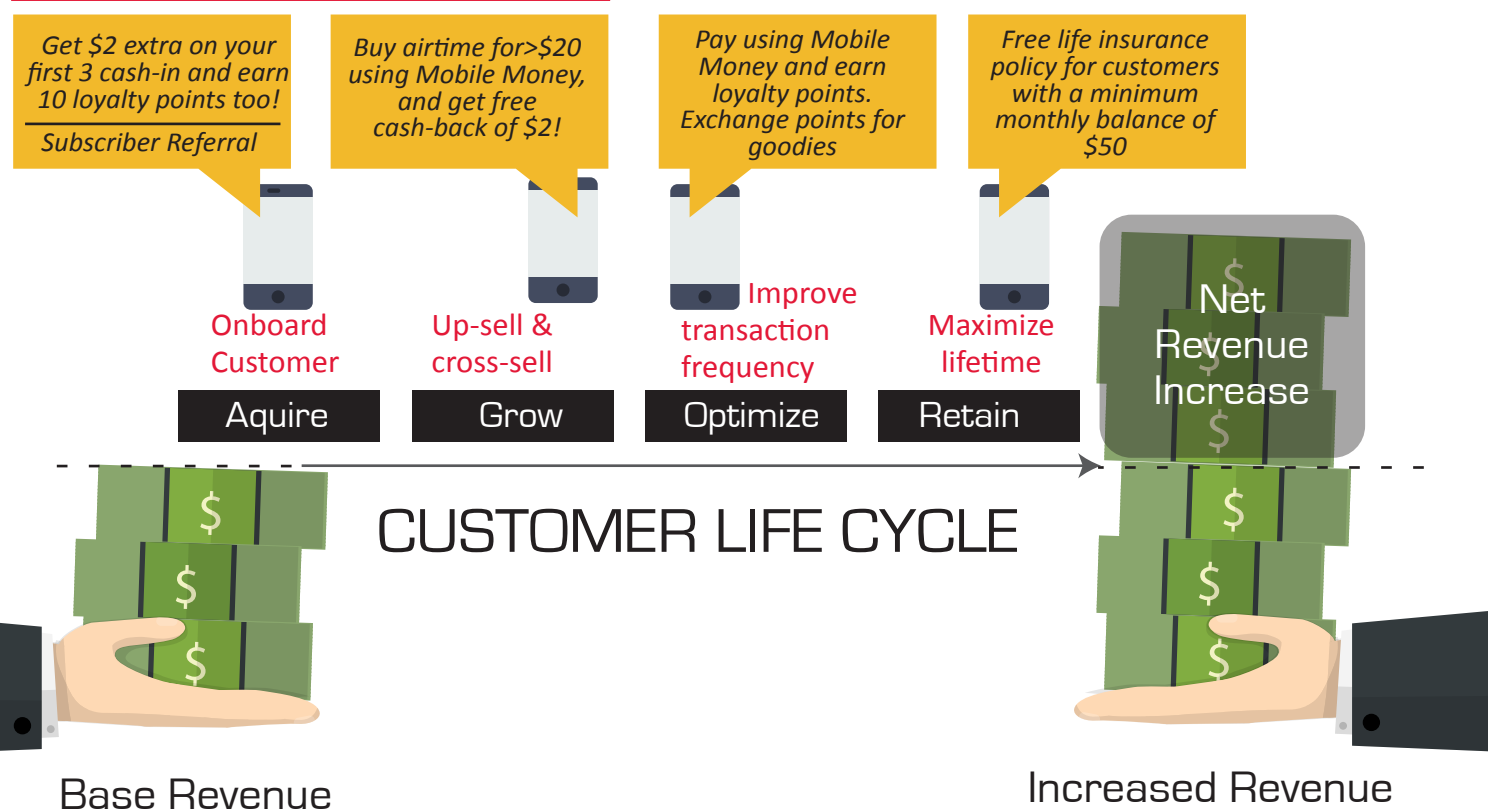
REWARDING customers for utilizing e-money, instead of cashing out immediately

ENHANCING the subscriber and agent's engagement levels

ENSURING customer loyalty

BUILDING a bigger ecosystem for mobile money

PRODUCT SUMMARY



Aligns marketing activities with customer lifecycle, generating incremental revenue at each stage



UNIQUE REGISTRATION MARKETING (FOR NEW SUBSCRIBERS)

Ensures a newly registered customer proceeds with using the mobile money service.



SMART INTEGRATED SEGMENTATION

Effectively Segment and respond relevantly to your subscriber's Mobile Money behaviour, spending interactions as well as voice & data usage pattern



INSTANT MARKETING ON TRANSACTIONS (FOR SELECTED EXISTING SUBSCRIBERS)

The subscriber receives a timely personalized marketing message to enhance subscriber activity, the instant he/she does a transaction.

KEY SOLUTION HIGHLIGHTS



LOYALTY AND PROMOTION MANAGEMENT MECHANISM FOR SUBSCRIBERS

Subscribers are provided with personalized communication and individual offers to ensure loyalty.



ANALYTICS-BASED REPORTING

By leveraging analytics, an operator's promotion campaigns and loyalty programmes can be measured and tracked.



INCENTIVIZING AGENTS

Deploying the service ensures that agents are provided with multiple incentives. This, in turn, encourages them to drive customer activity

BUSINESS BENEFITS

Build
long-term
Subscriber
Value

Reinforce
Subscriber
Engagement

Amplify
Subscriber
Experience

WHY MAHINDRA COMVIVA

- 40 Deployments Globally
- Delivers reliable campaign services to about 105 million customers globally
- Close to 80 million subscribers in Africa
- 99.999 per cent uptime
- On average more than 55 million campaign transactions processed daily
- Proven expertise of diverse use cases

Mahindra Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$17.8 billion Mahindra Group. Its extensive portfolio of solutions spans mobile finance, content, infotainment, customer value management, messaging, mobile data and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Mahindra Comviva's 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 to deliver a better future. In January 2016, the company acquired a controlling stake in Advanced Technology Solutions (ATS), a leading provider of mobility solutions to the telecom industry in Latin America to strengthen its in-region presence.

For more information, please visit www.mahindracomviva.com

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