MobiLytix™ Suite

Redefining Customer Value Management

In today's telecom industry, service providers across the globe are witnessing an unprecedented rise in volume, variety and velocity of information ("big data") due to the next generation mobile network rollouts, increased use of smart phones and rise of social media. Thus, it is imperative for operators to shift their focus from mass market to personalised engagement. This is aimed at increasing the relevancy and timeliness of their offers. Hence, an effective engagement strategy spanning the entire customer lifecycle from acquisition to retention to re-activation would help achieve quicker returns on investment along with enhanced revenue.

Mahindra Comviva's MobiLytix™ suite is a big data driven mobile analytics solution that enables in generating hidden customer insights to drive revenue growth and superior customer experience.
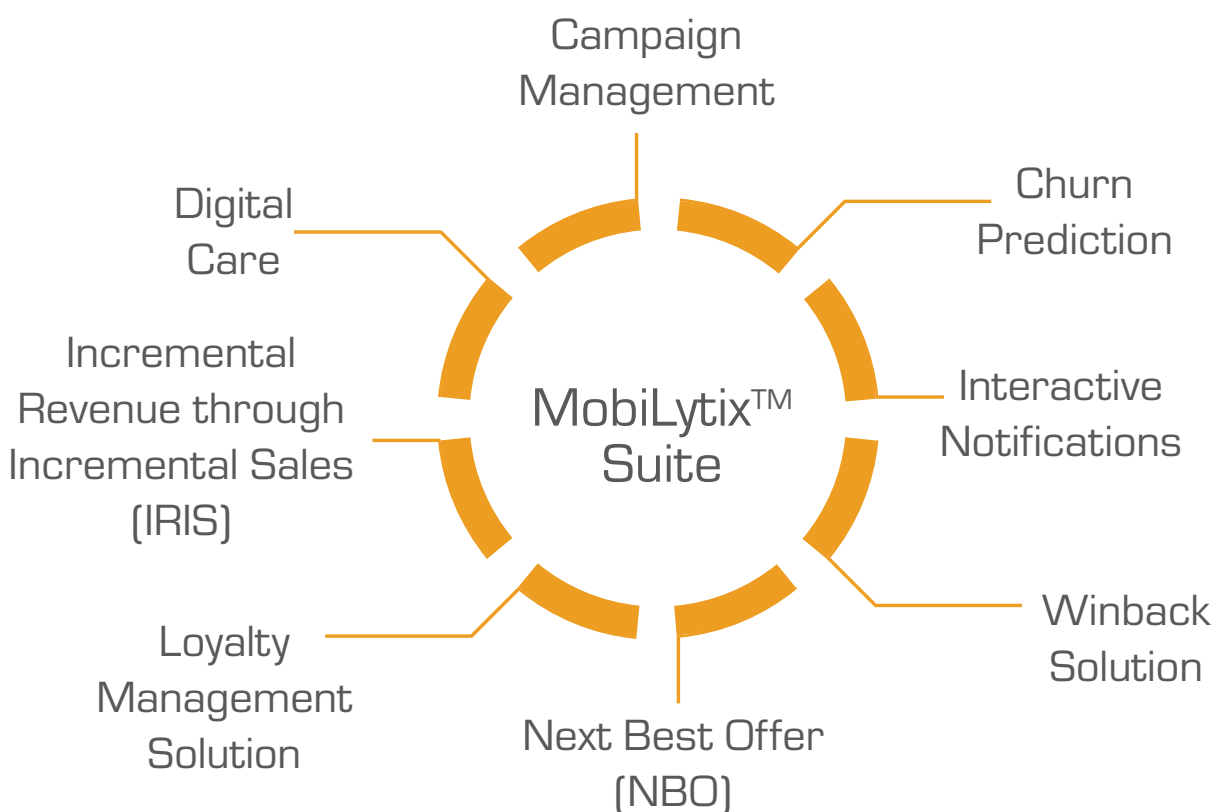
BENEFITS

| Real-time actionable insights | Revenue growth of about **5 per cent** | Over **15 per cent** response rate (Dormancy Management) | Significant increase in reach rate | Seamless integration with third party systems |

Campaign Management

Churn Prediction

Digital Care

Interactive Notifications

Incremental Revenue through Incremental Sales (IRIS)

MobiLytix™ Suite

Winback Solution

Loyalty Management Solution

Next Best Offer (NBO)

MobiLytix™ Campaign Management
Enhancing revenues through an analytics driven marketing platform

Mahindra Comviva's MobiLytix™ multi-channel Campaign Management is an advanced analytical platform that enables marketers to deep-dive into a customer's profile and execute advanced analytics. Thereafter, multi-channel campaigns can be launched to increase revenue and usage KPIs for subscribers. The solution is powered by a big data-based platform and deciphers structured and unstructured information for meaningful actions.

MobiLytix™ Winback Solution
Activate revenues from inactive customers

Mahindra Comviva's MobiLytix™ Winback Solution helps in tracking a sleeping or inactive base in real-time, thereby improving reach rate and minimizing message delivery timelines. The network listener methodology enables marketers to tap into network events to identify the right moment to deliver relevant offers in real-time

MobiLytix™ Churn Prediction
Predicting risky customers

Mahindra Comviva's MobiLytix™ Churn Prediction engine uses predictive analytical modeling that aggregates subscriber usage data from multiple sources. This can be used to proactively identify customers who are most likely to churn. The company can then target these customers with highly relevant promotions.

MobiLytix™ Interactive Notifications
Intelligent and contexual marketing

Mahindra Comviva's MobiLytix™ Interactive Notifications is an analytically advanced and intelligent real time interactive solution designed to push the best offer to the subscriber. The solution helps marketers improve the take rate of marketing campaigns by delivering relevant offers to the right customers at the right time over interactive post call notifications.

MobiLytix™ Next Best Offer (NBO)
Recommending the best products/plans

Mahindra Comviva's MobiLytix™ Next Best Offer (NBO) Solution is a big data driven analytical module that leverages analytics to examine subscriber behavior and profile-related data and recommend the best offer, thereby enabling higher uptake.

MobiLytix™ Retailer Loyalty Solution
Enabling channel loaylty

Mahindra Comviva's MobiLytix™ Retailer Loyalty Solution allows marketers to run high-quality and advanced loyalty programs of different scales that ensure both the partner's brand loyalty and proportionate sales share.

MobiLytix™ Subscriber Loyalty Solution
Convert subcribers to brand advocates

Mahindra Comviva's MobiLytix™ Subscriber Loyalty Solution enables marketers to launch a subscriber-specific loyalty program to maximize sales, brand engagement and loyalty. Higher profitability is achieved when loyalty programs improve usage levels.
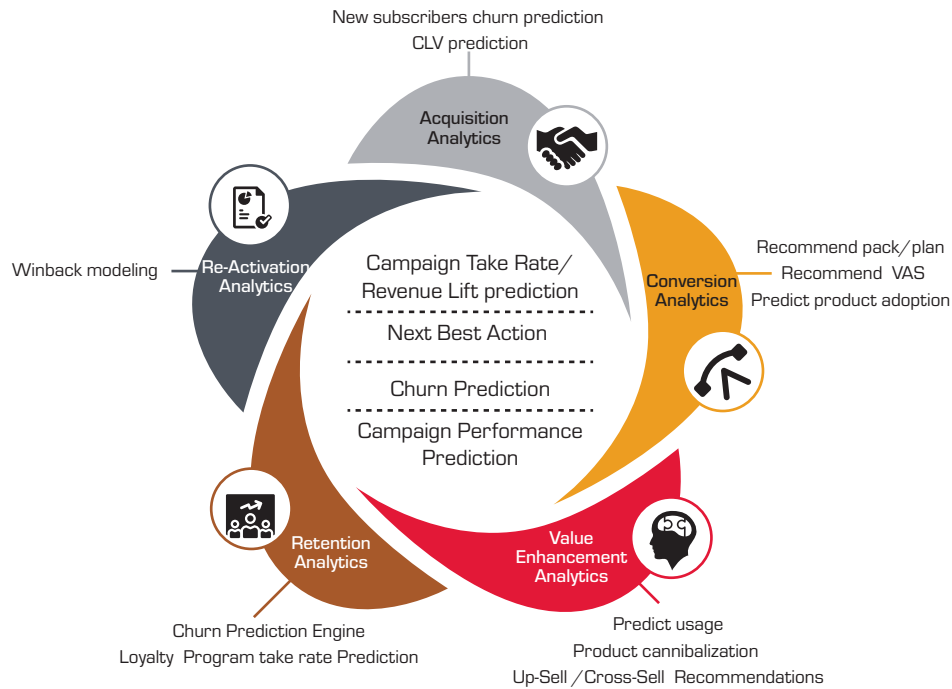
MobiLytix™ Incremental Revenue through Incremental Sales
Engage trade to boost revenues

Mahindra Comviva's MobiLytix™ Incremental Revenue through Incremental Sales Solution unifies the retailer and subscriber recharge journey to provide a seamless experience to both parties. This is expected to result in incremental revenues for service providers. It thus equips retail partners to meet customers' ever-growing expectations, queries and demands related to products and offers.

MobiLytix™ Digital Care
Enhanced omni-channel customer experience

Mahindra Comviva's MobiLytix™ Digital Care Solution provides a seamless omni-channel experience through a rapid application development platform across digital e-care on applications, website and social platforms. This provides fastest go-to-market by enabling across all digital platforms, devices and operating system from the first day itself.

Mahindra Comviva's MobiLytix™ Suite uses Big Data Analytics applications at every stage of the customer lifecycle.

New subscribers churn prediction
CLV prediction

Acquisition Analytics

Winback modeling — Re-Activation Analytics

Campaign Take Rate/ Revenue Lift prediction

Next Best Action

Churn Prediction

Campaign Performance Prediction

Conversion Analytics

Recommend pack/plan
Recommend VAS
Predict product adoption

Retention Analytics

Value Enhancement Analytics

Churn Prediction Engine
Loyalty Program take rate Prediction

Predict usage
Product cannibalization
Up-Sell/Cross-Sell Recommendations

The MobiLytix™ suite aids marketers in making quick and relevant decisions, providing a consolidated view of revenue trends, targets and deliverables, product performance, new product strategies, and various other attributes that contribute to revenue generation.

Why opt for the MobiLytix™ suite?

- Over **20,000 TPS** on a single deployment node

- More than **600 campaigns** executed simultaneously

- Over **600 million End of Call Notifications** delivered per day

- Best case of promo message insertion and delivery within **7 milliseconds**

- **High computational capabilities** powered by a big data analytical platform

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 $16.9 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 strengthens its in-region presence.
For more information, please visit **www.mahindracomviva.com**

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