

dig out
that
growth
needs



To restart, renew and recommence,
you need to flip the hourglass



To advance your story or jump to a new chapter,
you need to flip the page

To create and thrive in a new era of customer experience,
you need to FLIP with MobiLytix

Let's explore how some legends like you did that . . .

Growth Flip 1

Personalization at scale

One of the largest telecom providers in SEA, with a footprint that supports 60 million subscribers, achieved personalization at scale with real-time interactions across 18 channels, and launched an award-winning loyalty program as a growth flip to serve their customers better and achieve better ROI and results.

Powered by

MobiLytix™ Real Time Marketing, MobiLytix™ Rewards, MobiLytix AI^x,
Data Science Services and Managed CVM Services

10X Growth

Revenue earned from
campaigns

Down 75%

High value
customer churn

8%+

Peak incremental
revenue

Growth Flip 2

Boost incremental revenue

A Middle East based telecom operator with an integrated offering of fixed and mobile internet access and a suite of enterprise services, employed AI-powered CVM campaigns for post-paid Mobile, prepaid Mobile and fixed line services.

5%

Peak incremental
revenue

40+

Machine Learning driven
models deployed

Powered by
MobiLytix™ Real Time Marketing, Data Science Services and Managed CVM Services

Growth Flip 3

Create a loyalty ecosystem

A multinational telco headquartered in the Middle East, providing mobile, fixed line and content services, replaced a decade-old platform to transform their loyalty program into a full-fledged ecosystem of coalition partners for B2C, B2B and B2E.

*Migration powered by
MobiLytix™ Rewards*

1+ Mn
Loyalty members
registered

140+
Partners on-
boarded

30%
Reward redemptions
via partners

Growth Flip 4

Making Machine Learning Work

One of the largest operators in Africa, converted a rules-based daily-deal program to Machine Learning and used real-time airtime balance checks to significantly improve appeal of offers for customers.

47%

Sales
conversion

6.5X

Increase in
conversion

1+ Mn

Daily offer
requests

3.6X

Increase in offer
requests

Powered by

MobiLytix™ Real Time Marketing

Growth Flip 5

Boost sales with rewards campaign

One of three major licensed telecom operators in a Middle Eastern country, within just two weeks during the Covid-19 lockdown, launched a rewards campaign for its FMCG enterprise client offering data packs and vouchers through web and IVR channels.

1.6 million

Consumer participation

12%

Conversion rate

Zero ATL

Advertisement spends

Powered & designed by
MobiLytix™ Rewards

Growth Flip 6

Stretching purchases at the point of sale

A leading CSP in the APAC region, demonstrates the power of influencing customers with a compelling offer at the time of purchase. Customers using the operator's self-care app to top-up, receive a time-bound offer when stretching to the next denomination level.

9.3%

Stretch offer conversion

99.4%+

In less than 500 m/s

300K+

Requests per day

Powered by
MobiLytix™ Real Time Marketing

All this with one fire-power product suite

MobiLytx™

Marketing Studio

An integrated suite of specialist MarTech products

MobiLytx™ **Real-Time Marketing**

MobiLytx™ **Rewards**

MobiLytx™ **AI^x**

MobiLytx™ **Digital Marketing**

Services

Data Science as a Service

Managed Marketing Services

Reward Aggregation Services

FLEXIBLE

Go with entire suite or pick individual products

Rich use case configuration framework

Auto AI/ML modelling

Flexible commercial models

LAUNCH READY

Agile cloud deployment in weeks

Ready-made CVM model library

Global rewards partnerships

INTEGRATED

Integrated suite of specialist MarTech products

Rapid GUI-driven ecosystem integration

PERFORMANCE

Industry best CVM operating model

Market proven results with up to 8% incremental revenues

High AI/ML Model Accuracy of 90%+

Operating at 45,000+ TPS

FLIP with **MobiLytix™**

comviva
A TECH MAHINDRA COMPANY

MobiLytix™

Real-Time Marketing

comviva
A TECH MAHINDRA COMPANY

- ★ Real time interaction and multi-channel marketing automation
- ★ Innovative in-memory technology and design delivers sub-second personalization at scale
- ★ Unified customer profile for personalization



8%+ Peak incremental revenue



45k+ TPS Event processing

MobiLytix™

Rewards

comviva
A TECH MAHINDRA COMPANY

- ★ End-to-end solution for multi-partner customer, distributor and employee loyalty programs
- ★ With global reward aggregation services
- ★ Delivering high customer engagement

 **65%**

Redemption rates

 **75%+**

Reduction in high value customer churn



MobiLytix™ AI^x

comviva
A TECH MAHINDRA COMPANY

- ★ Next generation AI modelling workbench
- ★ No coding or cryptic languages or complex algorithms
- ★ Simple click n use GUI to develop models

 **70+** CVM model library

 **2X** Speed for go-to-market



MobiLytix™

Digital Marketing

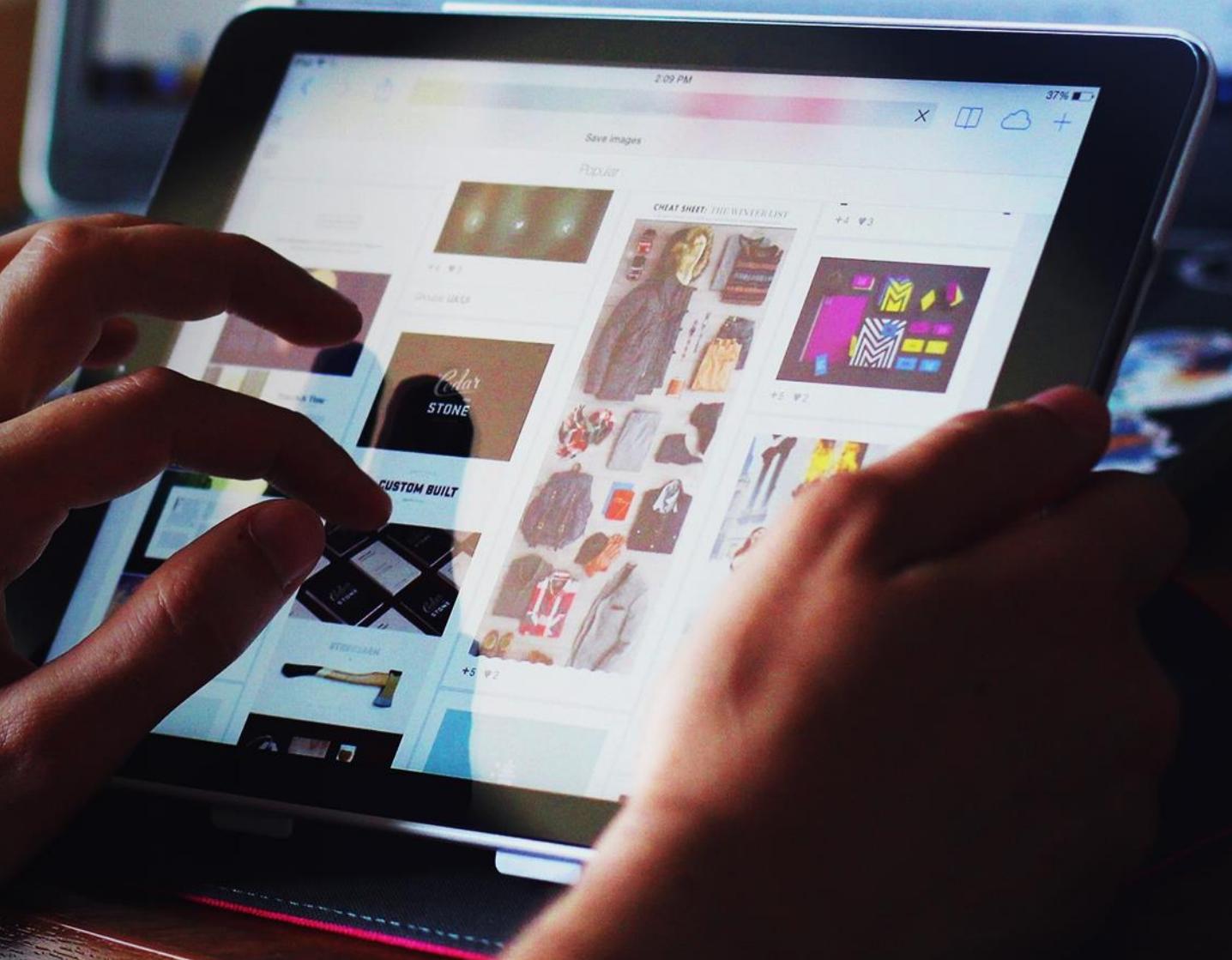
comviva
A TECH MAHINDRA COMPANY

- ★ Customer engagement automation for digital channels
- ★ Send rich contextual notifications, track user actions and optimize
- ★ Run targeted promotions, post across channels, manage budgets



2X

Increase in engagement



MobiLytix™

the **FLIP**
that *growth* needs

