comviva
A TECH MAHINDRA COMPANY

MobiLytix™
Real Time Marketing
FOCUSED ON INCREMENTAL REVENUE

200%
DEPLOYED CUSTOMER BASE

7%+
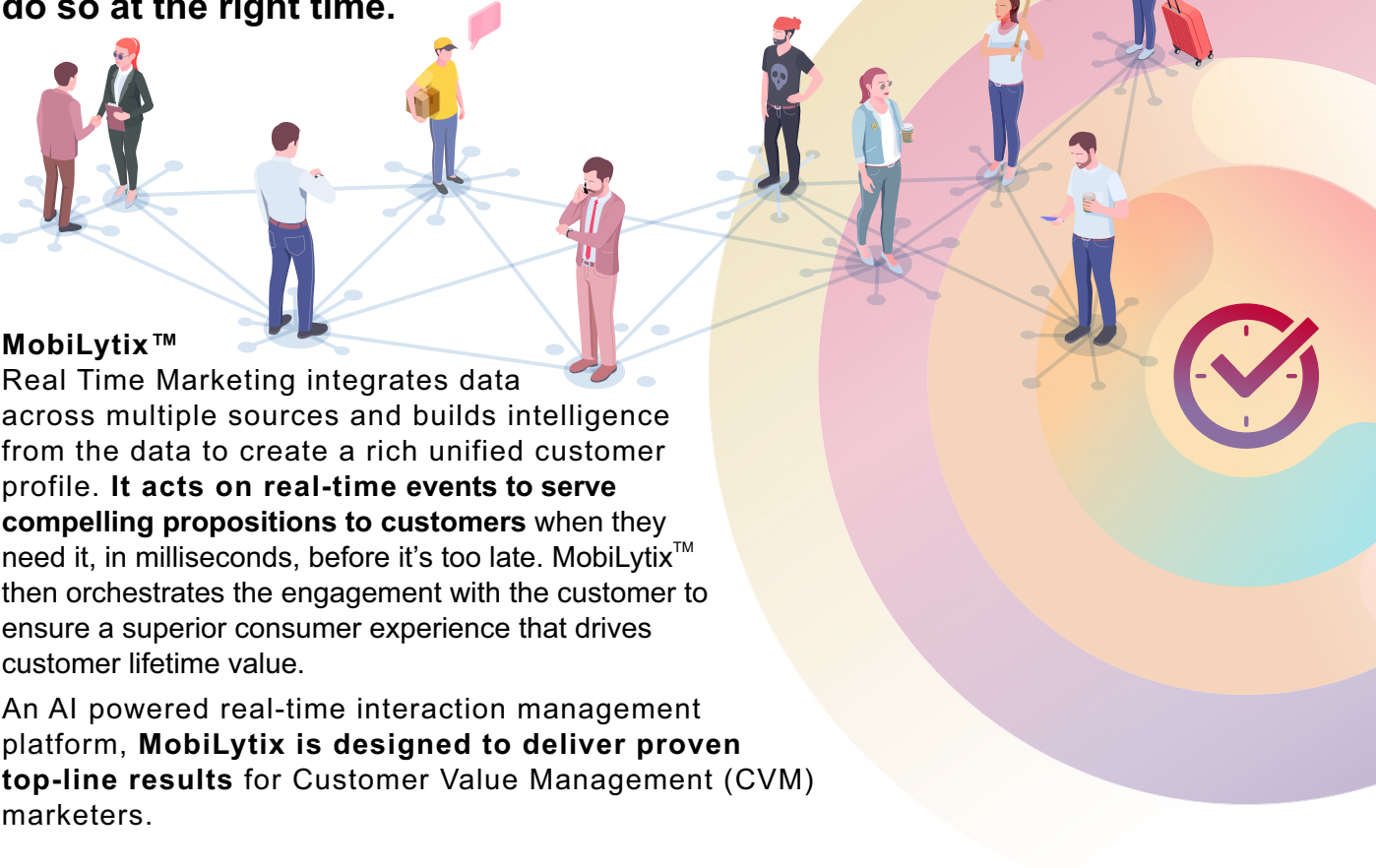INCREASE IN TOP-LINE REVENUE

90%
MACHINE LEARNING MODEL ACCURACY

45000+
TRANSACTION PER SECOND(TPS) EVENT INGESTION AT SCALE

With thousands of data points and interactions across multiple touchpoints, it is challenging to respond to individual customer needs and to do so at the right time.

MobiLytix™
Real Time Marketing integrates data across multiple sources and builds intelligence from the data to create a rich unified customer profile. **It acts on real-time events to serve compelling propositions to customers** when they need it, in milliseconds, before it's too late. MobiLytix™ then orchestrates the engagement with the customer to ensure a superior consumer experience that drives customer lifetime value.

An AI powered real-time interaction management platform, **MobiLytix is designed to deliver proven top-line results** for Customer Value Management (CVM) marketers.

KEY FEATURES

Customer Data Platform
Data integration across multiple sources to create a unified customer profile with behavioural DNA built from two thousand identifiers

Continuous Experimentation
Random target experiments run continuously to train machine learning driven models

Integration Gateway
Rapid integration and testing with external data sources and communications, fulfilment & third-party application

Cloud or On-premises
Deployed from the cloud or on-premise and scaled up and down as needed

Rapid AI Modelling
Data scientists can rapidly build and deploy advanced machine-learning models, with pre-built model frameworks cutting development time in half

Real-Time Decisioning
Innovative in-memory technology and design delivers sub-second decisioning at scale

Configuration Flexibility
Roll-out use cases that drive the most incremental revenue and add more as you go

Omni-Channel Orchestration
Sub-second journey times and ready- to-go channel plugins support personalized marketing through digital channels; outbound and inbound

Schedule a Demo »

SUPPORTING SPECIALISTS

Specialist teams of Data Scientists and CVM experts are available to embed with client teams to accelerate the adoption of new capabilities and speed up returns. We're there for as long as we are needed and adding value.

DATA SCIENCE SERVICES: COMPLEMENT YOUR DATA SCIENCE TEAM OR BUILD DATA SCIENCE CAPABILITY

Comviva's Data Scientists leverage state-of-the-art AI powered methodologies and our AI^x platform to deliver models spanning marketing, revenue assurance, customer relationship management and the network.

Our Data Science services can be utilized to complement an in-house team or build capability under a Build, Operate, Transfer agreement.
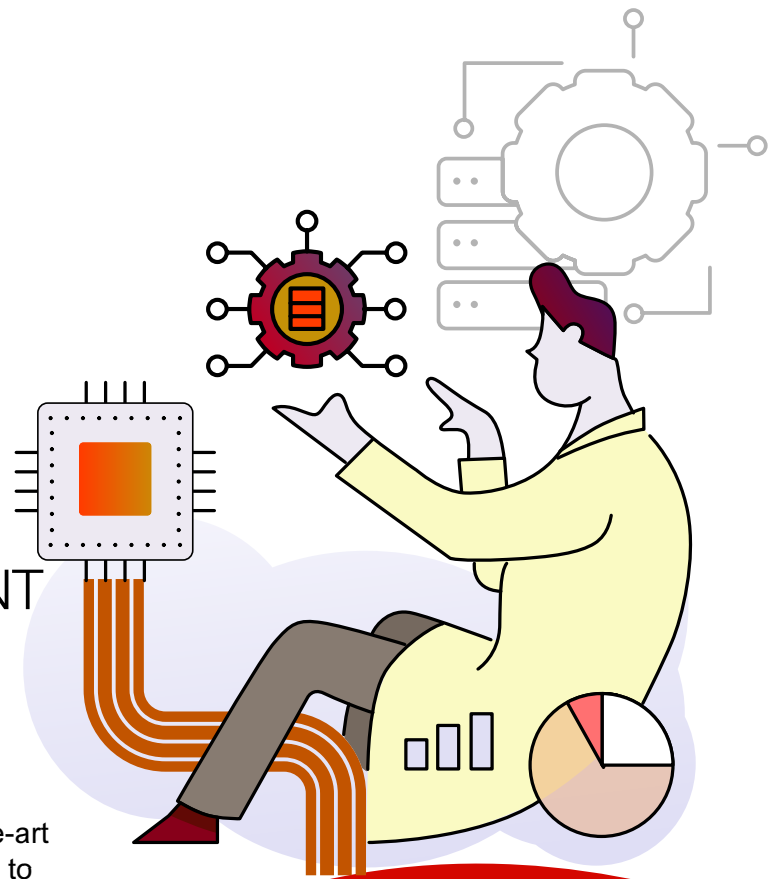
MANAGED MARKETING SERVICES: RIGHT TOOLS, RIGHT PEOPLE, RIGHT PROCESS

Spanning CVM consulting, data analysis, campaign operations and performance reporting, the specialist CVM experts within our Managed Marketing Services practice enables our clients to get the best out of MobiLytix™ freeing-up their time to focus on winning in the market.

With client engagements that span more than a decade, Comviva has proven ability to deliver speed to market and improved financial returns.

CASE STUDIES

APEC
CSP 2.5%

Net Incremental Revenue
Full customer lifecycle program with a portfolio of 1,100 offers allocated in real-time from 24 real-time and scheduled batch triggers.

Middle East
CSP 5%

Net Incremental Revenue
MobiLytix™ Real Time Marketing, and Data Science and Managed CVM Services deliver data science-driven CVM campaigns for postpaid mobile, prepaid mobile and fixed line services.

AFRICAN
CSP 47%

Offer Conversion
Inbound: AI powered marketing program returning offers to eligible customers dialing a USSD short code.

Indonesian
CSP 7%

Net Incremental Revenue
Using MobiLytix™ to deliver real-time marketing capabilities and an integrated solution with MobiLytix™ Rewards.

REASONS TO CHOOSE

Higher CVM Returns: Reference case studies of 7%+ incremental revenue enabled through event-by-event real-time decisioning and capabilities that minimise customer profile latency.

Agile & Flexible: No-code GUI configuration design supports fast implementation of campaign use cases and new channels and CVM ecosystem applications

Rapid Integration: Configurable Integration Gateway Integrates with source applications and systems to reduce IT and project efforts

Complementing Data Science Services: Accelerates the adoption of AI in telco CVM to enrich customer profiles and increase returns from offer decisioning

Complementing Managed Marketing Services: Offers CVM consulting, data analysis, campaign operations and performance reporting

Schedule a Demo »

About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at **www.comviva.com**