

# Boost Incremental Revenue

## Data Science-Driven CVM Campaigns




### Business Need

- The CSP was unable to engage customers with relevant offers in real-time that holistically accounted for the customer's profile across different lines of business.
- It caused a negative customer experience that led to increased churn among customers.
- They needed a system that could support personalized and contextual communications across channels of choice.

### Solution

- Comviva deployed **MobiLytix™ Real Time Marketing, Data Science Services and Managed CVM Services** to deliver AI driven CVM Campaigns for Postpaid Mobile, Prepaid Mobile and Fixed Line Services. This enabled personalized and contextual communications to be conveyed to customers across traditional and digital channels, executing in real-time with the application of data science to enrich the Operators' customer profile data and improve offer targeting.

### Benefits

<p><b>5%</b> Peak incremental revenue</p>	 <p>Implemented <b>40+</b> ML-driven models to improve customer experience and reduce churn</p>	 <p>Implemented a convergent solution across Prepaid, Postpaid and Fixed Service Business lines</p>
 <p>Enhanced offer conversion</p>		