

# Boost Prepaid Revenue

'Reduce' de-active customers with MobiLytx™

## Business Need

- With an aim to stimulate Prepaid revenue in an otherwise shrinking market. This can be achieved by reducing the number of 'deactive' customers.
- This can also increase upsell value, and retain lower value ones with more optimal offers, The operator was looking for a system that could help boost prepaid revenue, achieve operational efficiency, without impacting current or planned IT infrastructure.

## Solution

- Comviva deployed its **MobiLytx™ Real Time Marketing platform**, an AI powered real-time interaction management and multi-channel automation solution with the operator. This helped the operator to maintain customers' active status on the network and increase revenue through contextually charged promotions based on the analysis of customer usage and changing behavior over time.

## Benefits



The operator was able to reduce the number of inactive customers in its network



Stronger, assured revenue streams by retaining high risk customers and upselling low risk customers by promoting optimal and personalized offers.

**2.5%**

Incremental revenue