

MobiLytx™ Rewards Successfully Drives Customer Loyalty

One of the leading digital communications service providers in South Asia, with a digital footprint of ~60 million subscribers. The company is a pioneer, consistently achieving and setting new benchmarks, with an unwavering focus on accelerating digital innovation and delivering superior service experience to its subscribers.



Challenges

- High customer churn in a primarily prepaid market
- Low customer loyalty, amongst price sensitive subscribers
- Scant digital customer engagement
- Low Average Revenue Per User (ARPU)

The South Asian Communications market is primarily a prepaid and price sensitive market, leading to volatile churn. With an aim to be a customer centric-leader, the operator wanted to build subscriber loyalty to increase customer lifetime value. Setting a course for a goal of driving service usage, while raising Average Revenue Per User (ARPU).

Solution

- Launched multi-tier loyalty program powered by **MobiLytx™ Rewards** platform
- **MobiLytx™ Rewards** platform allows flexible customer segmentation
- Enabled subscribers to earn and redeem points based on service consumption and interest
- Built and managed the vast partner ecosystem with numerous premium and aspirational brands through **MobiLytx™ Rewards** Platform
- Live dashboard tracking critical customer insights in real time

The operator tapped **MobiLytx™ Rewards** to create a multi-tier loyalty program that allows its users to experience and enjoy differential benefits based on their tier-red, silver, gold and platinum.

Unlike traditional loyalty programs, tiered loyalty programs create a catalogue of personalized rewards. These benefits increase in value as a customer progresses to higher status levels based on loyalty points earned and redeemed, opening the door to greater customer engagement.

The program enables easy earning and redemption using traditional and digital channels. The catalogue includes in-house operator and third party partner rewards such as data packs, shopping, dining, on-line gaming and rewards by other aspirational partner brands.

In addition, MobiLytx™ Rewards relies on gamification to further enhance customer engagement.

Benefits

- Over **20 million enrolled subscribers**
- High value churn rate reduced **by 80%**
- Digital engagement with customers has exponentially increased – **7.8 million** daily website visitors
- The revenue from digitally engaged customers increased by **3.5 times**
- **2.75X** Increase in ARPU from prepaid customers

The loyalty program resulted in a sharp increase in digital engagement with existing as well as new subscribers and a corresponding substantial reduction in churn.

The program attracted aspirational Brands, creating a coveted partner program that grew customer stickiness and created new avenues for growth. Using positive re-enforcement for loyalty status upgrades. This led to subscribers striving to climb the loyalty value chain from silver to gold to platinum to gain higher value.

CSP Reaps Additional Benefits

- Consistent loyalty program experience across traditional and digital channels.
- The operator encouraged brand advocacy through the dedicated partner program, while ensuring an exceptional customer experience.