

Enhance Revenue while Lowering Churn

Integrated Real-Time Campaign Management and Loyalty platform

Business Need

- The Communication Service Provider (CSP) operates in an intensely competitive, multiSIM, pre-dominantly prepaid market.
- The Operator was not able to capitalize on the micro-moments when customers fully consumed their airtime or data, voice and SMS bundles.

Solution

- Comviva deployed its **MobiLytx™ Real Time Marketing** and Customer Value Management platforms, and provided Data Science Services that enabled operator to capture and use over 800 profile characteristics of its customers such as:
 - Recharge / top-up behavior
 - Data usage
 - Periods of inactivity
 - Responsiveness to Next Best Offer

Benefits

<p>10X</p> <p>Increase in revenue linked to real-time marketing campaigns</p>	<p>3.5X</p> <p>Increase in revenue from new digital engagements</p>	<p>8%</p> <p>Peak Incremental Revenue</p>
<p>20 Mn</p> <p>Subscribers enrolled in loyalty program with reward redemption of over 60%.</p>		<p>35%</p> <p>Personalized customer contact increased conversion rate.</p>