

Re-vitalize Inbound Bundle Sales Programme

Machine-Learning Analytics and Real-time Balance Checks through MobiLytix™

Business Need

- To help the operator achieve higher Customer engagement for its inbound bundle sales program, which was under-performing because of not so relevant bundles being offered to the targeted customers.
- Compounding the problem, a large proportion of conversions failed at provisioning because the customer did not have enough airtime credit to pay.

Solution

- Comviva deployed **MobiLytix™ Real Time Marketing platform**, a Machine learning real-time analytics solution to help the operator create a training data set for Machine Learning driven offer allocations to a segment of customers.
- The operator can now make a real-time API call to retrieve the current airtime balance and accordingly present the top 3 bundles based on expected value that are within the targeted customer's available balance.

Benefits

6.5X

Increase in Inbound
Sales Conversion

3.6X

Increase in offer requests/day.
Receiving daily **1Mn+** requests,
with **47%** sales conversion.

99.5%

Offer presentations within
2 seconds SLA, leading to
superior customer experience.