

Stretch customers to the next recharge denomination

Topping-up through their Self-Care App with MobiLytx™

Business Need

- Customers were increasingly using the self-service app to recharge. The Operator was unable to influence purchasing behavior at the point of sale, missing out on the opportunity to upsell.
- With the aim to stretch customers to the next recharge denomination when visiting app to top-up, operator was looking for a system that would not interfere with the customer experience while recharging.

Solution

- Comviva deployed its **MobiLytx™ Real Time Marketing platform**, an AI powered real-time interaction management and multi-channel automation solution with the operator to enable seamless orchestration and reinforcement of offers between the app and those triggered by low balance alerts and recharge expiring events. The integration with MobiLytx™ ensured flexibility for updating offers and creative, without involving a long and expensive development cycle.

Benefits

<p>9.3% Customers are successfully stretched to the next recharge denominations</p>	<p>300K+ offers in a day over the app</p>	<p>99.4% Offer presentations within 500 milliseconds SLA.</p>
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