MobiLytix AI^X Successfully Drives Digital Transformation

An OpCo of one of the largest players in the Communications Service Provider (CSP) market, with a global subscriber base of 115 million. This operator provides a plethora of services including fixed line and mobile internet services. They are also one of the first operators to launch commercial 5G services. Currently, they provide best-in-class services and create value for their digital native subscribers, with a strong focus on digital engagement.

Challenges

- Low Average Revenue Per User (ARPU)
- Loss of revenue due to high customer churn
- Multi-simmer market leading to volatile revenue
- Loss of revenue due to Mobile Number Portability
- Digital native customers expect highly personalized offers
- Lack of brand differentiation

The CSP operates in a competitive data-first market, with loss of revenue due to Mobile Number Portability. There is cut throat competition among rival operators, each offering numerous unlimited data bundles. This creates a lack of differentiation between brands, leading to increased churn.

Solution

- During deployment, data for 2.5 million prepaid and 0.45 million post-paid subscribers was collected for a duration of 6 months from numerous data sources, collated and streamlined.
- Insights were drawn from past behaviour and purchase patterns to present a 360-degree view for each subscriber, creating a holistic understanding of customer lifecycle.
- The AI/ ML models were planned and designed to predict behaviour at each stage of the customer lifecycle.
- Sophisticated AI/ML models were deployed across each stage of the lifecycle to increase offer uptake and reduces churn, driving incremental revenue at every stage.
- These AI/ML models were used to create the product recommendation engine which generated Next Best Offer (NBO) for the subscriber using the right channel at the right time, outlining the best opportunities to drive upsell/ cross-sell and retention.
- The predictive models were leveraged to send personalized offers to customers.

With the help of the **MobiLytix AI^X workbench** and **Data Science-as-a-Service,** the CSP sought to address its challenges and maintain its position as a leader in the CVM Space.

MobiLytix AI^X is a state-of-the art AI/ML workbench designed to accelerate development of AI/ML models using data driven auto-AI techniques. It is a smarter, faster, multi-experience AI Workbench that cuts the time and cost of implementing AI / ML models in half.

MobiLytix AI^X is built for "All", and can be easily operated by business user/analysts or citizen data scientists. This workbench has enabled CSPs to gain enhanced customer insights and take better decisions, with accurate, easy, and quick to build AI/ML models.

To start the operations on the **MobiLytix AI ^{X} workbench,** 360-degree profile of prepaid and post-paid subscriber data was created and unified from various sources. Purchase patterns and past behaviours were analysed to create a holistic profile for every subscriber with over two hundred plus 360-degree attributes, creating valuable insights that were leveraged by the CSP.
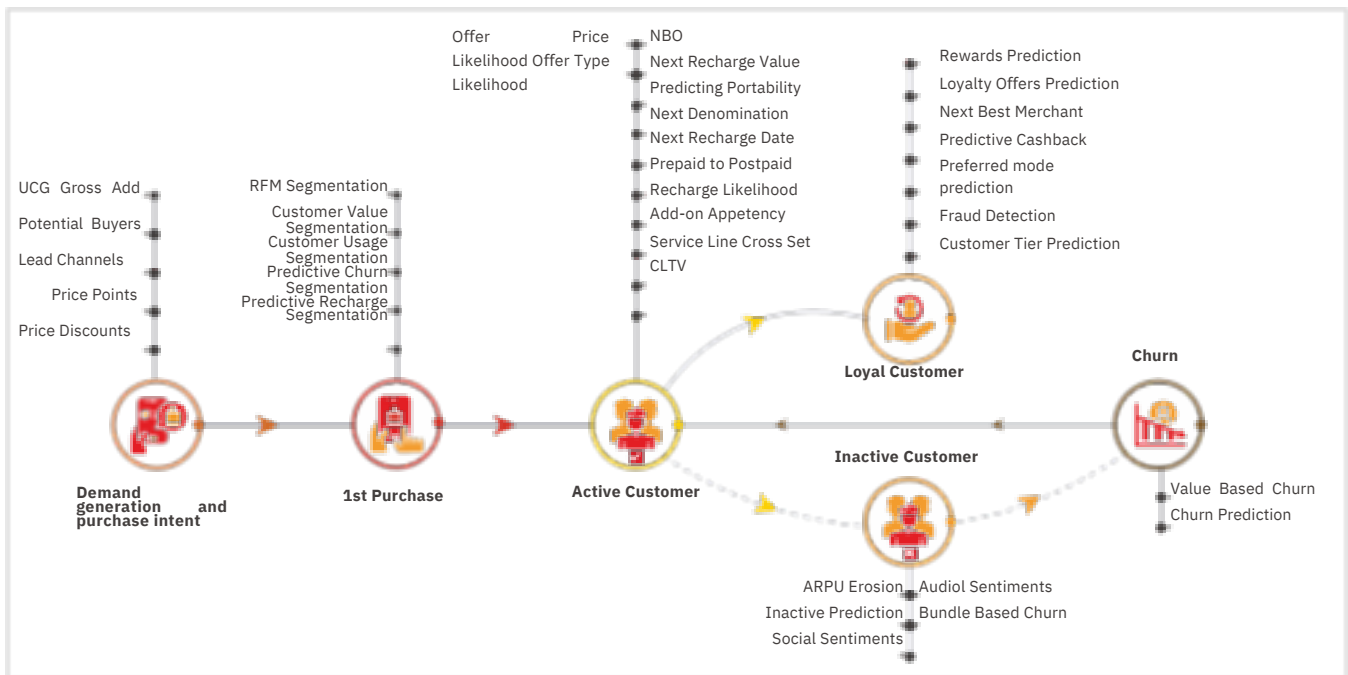
Benefits

- Creation of 360-degree customer profile, serving as a single source of truth.
- 4% increase in Net Incremental Revenue

Creation of Unified Customer Profile along with predictive analytics empowered the operator with a detailed view of user insights, giving them the ability to understand "who" their customer really is, and "what" their needs are.

The deployment of AI models enabled the CSP to heed subscriber activity in advance, and send relevant recommendations, thus reducing churn rates. In addition, receiving personalized offers through the right channels added to the convenience and delight of the customers thereby motivating them to increase their engagement with the operator.

Additional Benefits

- All models have accuracies (Accuracy, Recall and Precision) ranging between 85% to 94%
- Early adoption and integration with AI/ML technology, provided the CSP with a first mover advantage over its competitors
- AI/ML based CVM initiatives enhanced the CSPs Customer eXperience (CX)