MobiLytix Success Stories

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Enhance Revenue while Lowering Churn

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A TECH MAHINDRA COMPANY

Challenges & Needs

- The Communication Service Provider (CSP) operates in an intensely competitive, multi-SIM, 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 **MobiLytix™ Real Time Marketing** and **MobiLytix™ Rewards** 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

Customer

One of the largest telecommunications providers in South East Asia, with a digital footprint that supports 60 million subscribers.

| Asia | ~ 60 Mn | Mobile, Fixed, Cable, TV |

Benefits

→ **10X increase** in revenue linked to real-time marketing campaigns.

→ **3.5X increase** in revenue from new digital engagements

→ **8% peak incremental revenue**

→ **20 Mn subscribers** enrolled in loyalty program with reward redemption of **over 60%.**

→ **35%** personalized customer contact increased **conversion rate.**

Stretch customers to the next recharge

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Challenges & Needs

- 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 **MobiLytix™ 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 MobiLytix™ ensured flexibility for updating offers and creative , without involving a long and expensive development cycle.

Customer

The client is one of the largest wireless carrier in Asia, with 10.5 million subscribers. It also provides broadband, and wireless internet services

Benefits

→ **9.3%** customers are successfully stretched to the next recharge denominations

→ Presents **300K+ offers** in a day over the app

→ **99.4%** offer presentations within **500 milliseconds** SLA.

| Asia | ~ 10.5 Mn | Mobile, Broadband |

Boost Incremental Revenue

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Challenges & Needs

- The CSP was unable to engage customers with relevant offers in real-time that holistically accounted for the customer's profile across different lines of business.

- It caused a negative customer experience that led to increased churn among customers.

- They needed a system that could support personalized and contextual communications across channels of choice

Solution

- Comviva deployed **MobiLytix™ Real Time Marketing, Data Science Services and Managed CVM Services** to deliver AI driven CVM Campaigns for Postpaid Mobile, Prepaid Mobile and Fixed Line Services. This enabled personalized and contextual communications to be conveyed to customers across traditional and digital channels, executing in real-time with the application of data science to enrich the Operators' customer profile data and improve offer targeting.

Customer

A Middle East based telecom operator with an integrated offering of fixed and mobile internet access and a suite of enterprise services.

📍 Middle East   Mobile, Fixed Cable

Benefits

→ **5% peak incremental revenue**

→ Implemented **40+ ML-driven models** to improve customer experience and reduce churn

→ Implemented a convergent solution across Prepaid, Postpaid and Fixed Service Business lines

→ Enhanced offer conversion

Re-vitalize Inbound Bundle Sales Programme

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Challenges & Needs

- 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.

Customer

One of the Largest Operators in Africa, providing telecommunications and IT services to corporate clients.

Africa

Mobile, Fixed Cable, Broadband

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.

Successful Rewards Campaign to boost Product Sales

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Challenges & Needs

- Create meaningful customer engagements with consumers to boost sales when strict Covid restrictions were in place. Operator launched a reward-based campaign, resulting in a higher conversion rate and brand recall.

Solution

- Powered and designed by **Comviva's MobiLytix™ Rewards** within just two weeks during the Covid-19 lockdown, the operator launched the campaign for its FMCG enterprise client. The campaign offered numerous rewards and offers such as data packs and vouchers through web and IVR channels. The campaign was successfully executed without the need to employ any outside marketing agency with zero ATL ad spend.

Customer

The client is one of three major licensed telecommunications operators in Africa.

Benefits

- → **30%** faster sales target achievement**.**
- → **1.6 Mn** consumer participation recorded
- → **12%** conversion rate among activated consumers with zero ATL promotional spend

Africa

Mobile, Fixed-line, Cyber Security

Successful migration of a decade old loyalty system

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Challenges & Needs

- Create a loyalty ecosystem to provide the customers with a higher value addition.
- Improve customer affinity towards the brand.
- Strengthen relationship with partners.
- Digitization of loyalty for customers and partners.

Solution

- Launched multiple loyalty programs B2C, B2B and B2E powered by unified platform- **MobiLytix™ Rewards.**
- Online merchant onboarding and settlement.
- Integration with POS enables customers to earn and redeem points anywhere.

Customer

Multi-national Telecommunications company, headquartered in Middle East, providing mobile, wireless, wire line, and content services

| Middle East | ~ 3 Mn | Mobile, Fixed line, Wireless |

Benefits

→ **1Mn+** Loyalty Members Registered

→ **140+** Partners on-boarded

→ **30%** Reward redemptions via partners

→ Earn and burn points by engaging with numerous brands across customer lifecycle

Successfully Drives Customer Loyalty

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Challenges & Needs

- EBITDA improvement driven by higher revenue and cost optimization.
- Committed to stay focused on product offerings.
- Sustainable growth driven by subscriber addition and continuously focusing on improving customer experience.

Solution

- Launched multi-tier loyalty program powered by **MobiLytix™ Rewards** platform
- Enabled subscribers to earn and redeem points based on past subscriber behavior and consumption
- Built and managed the vast partner ecosystem with numerous premium and aspirational brands platform
- Live dashboard tracking critical customer insights in real time

Customer

A leading 50+ years old digital telecommunications company in SEA with 60+ millions subscribers and provides access and connectivity to every person and business.

Asia	~ 60 Mn	Mobile, Fixed line, Wireless

Benefits

- → **3.5X** increase in revenue from new digital engagements
- → ARPU from prepaid customers joining the loyalty program increased by **2.75X**
- → Digital engagement with customers has exponentially increased – **7 Mn** daily website visitors
- → Personalized customer contact increased conversion rate by **35%**
- → **80%** Reduction in Churn Rate
- → **20+ Mn** Loyalty members registered

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com