State-of-the-art marketing automation and analytics to **grow digital sales and market share**

An Integrated Telecom Operator

COMVIVA
A TECH MAHINDRA COMPANY

Opportunity

The client is an integrated telecom operator. They operate in a highly competitive market and their opportunities for growth were limited by legacy systems. The systems took long to launch new campaigns, lacked real-time analytics, and were costly to maintain. This led the client to explore a solution that would allow them to target customers more effectively and grow revenue.

In addition, an urgent driver for a new solution was the COVID-19 pandemic, which adversely affected expatriates. This segment was a big part of the customer base and the outbreak spurred many of them to leave the country and cancel their service.

Imagining IT Differently

The client partnered with Comviva, a Tech Mahindra company, for their specific domain and technology experience for a new state-of-the-art marketing automation solution: MobiLytix Real Time Marketing, powered by AI.

More than 40 sophisticated AI and machine learning models were deployed to create a 360-degree view of subscriber behavior and a holistic understanding of the customer lifecycle.

This gave the client the ability to analyze customer information in greater detail, on a real-time basis. Using predictive models, they could generate custom offers and bundles of their favorite services for each user.

Future Made Possible

The new solution proved its worth within the first year of its launch. Targeted offers helped reduce churn rates, boost digital revenue, and increased offer uptake. Also, personalized offers on digital platforms were made available with effective integrations, that led to a boost in digital revenue.

As validated by ISG, the partnership with Comviva exceeded all goals and expectations for the client and the solution gave them a new organizational capability they previously lacked and pursue their aspirations to be a market leader.