PAYWIZARD SINGULATM
SUBSCRIBER INTELLIGENCE
& NEXT BEST ACTION

Our customers have doubled acquisition & significantly reduced churn.
Paywizard Singula is the first subscriber intelligence platform with AI to help you drive more precise engagement with your customers.

Using real-time subscriber insights, Pay-TV operators and OTT providers can take an intelligent, data-driven approach to acquire new customers, grow more revenue and effectively reduce churn.

Built on the Microsoft Azure AI platform, you can use Paywizard Singula within your existing infrastructure to advance your analytics capabilities and gain that competitive edge.

**Understand Subscribers**
Create a single customer view for accurate profiling, segmentation and modelling

**Determine Next Best Action**
Use advanced predictive modelling to take the right action for each and every one of your customers

**Execute and Feedback**
Automate targeted communications and marketing campaigns via app, social, SMS, email, UI and more... then use machine learning to improve your performance long-term.
Singula’s EVENTS based architecture is able to ingest data quickly & efficiently.

The SINGLE CUSTOMER VIEW captures events and interactions for every customer.

PREDICTION MODELS leverage AI to determine a unique profile for every customer.

DECISION MOMENTS PROFILE provides a snapshot of intent for every customer.

Identify and SEGMENT CUSTOMERS based on personas and behaviours.

Determine rules and NEXT BEST ACTION for each and every customer.

PARTNER HUB allows quick integrations to existing infrastructure and data sources.

FEEDBACK (positive and negative) is fed back into the SINGLE CUSTOMER VIEW.

ACTIONS are pushed through the PARTNER HUB to target systems and communication channels.

BUILT ON Microsoft Azure.
BRINGING TOGETHER PEOPLE, INSIGHTS AND TECHNOLOGY

Outsourced experience in managing millions of customers

Award-winning Decision Moments™ philosophy and approach

Models developed in partnership with the world renowned Edinburgh University

Innovative analytics and AI environment built in partnership with Microsoft Azure AI

To find out more about Paywizard Singula™ get in touch

info@paywizard.com +44(0)207 748 0098