PAYWIZARD SINGULA™

SUBSCRIBER INTELLIGENCE
& NEXT BEST ACTION

Our customers have doubled acquisition & significantly reduced churn

paywizard

SUBSCRIBER INTELLIGENCE

AI-DRIVEN SUBSCRIBER INTELLIGENCE FOR PAY-TV AND OTT

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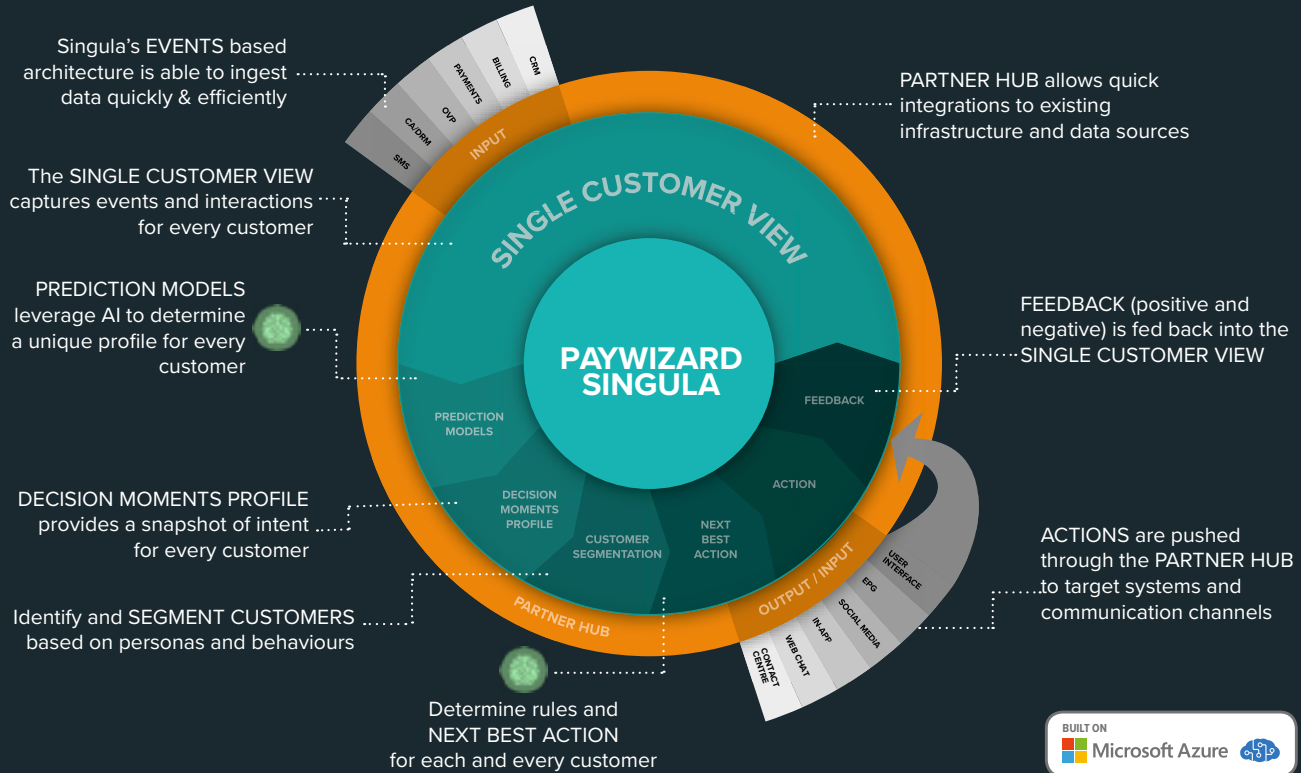
Determine Next Best Action
Use advanced predictive modelling to take the right action for each and every one of your customers

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.

HOW SINGULA WORKS

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

Diagram labels

SINGLE CUSTOMER VIEW

PAYWIZARD SINGULA

PARTNER HUB

INPUT: CRM, BILLING, PAYMENTS, OVP, CA/DRM, SMS

OUTPUT / INPUT: USER INTERFACE, EPG, SOCIAL MEDIA, IN-APP, WEB CHAT, CONTACT CENTRE

PREDICTION MODELS

DECISION MOMENTS PROFILE

CUSTOMER SEGMENTATION

NEXT BEST ACTION

ACTION

FEEDBACK

BUILT ON
Microsoft Azure

BRINGING TOGETHER PEOPLE, INSIGHTS AND TECHNOLOGY

OVER 20 YEARS

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

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