

# PAYWIZARD SINGULA™

AI-driven Subscriber Intelligence and Next Best Action

## CONTENT IS NOT KING. YOUR CUSTOMER IS

Hyper competition generated by global giants like Netflix is forcing the media industry to rethink how they monetise their services. The ability to deliver content is no longer a differentiator; the emphasis has to turn to the customer.

NETFLIX prime video facebook Disney+ Google

### DRIVING ACTION FROM INSIGHT

With data in siloes, operators are struggling to understand their customer needs and take the right action in real-time that enhances the customer experience – such as personalised communications and highly targeted offers.

## INTRODUCING PAYWIZARD SINGULA™

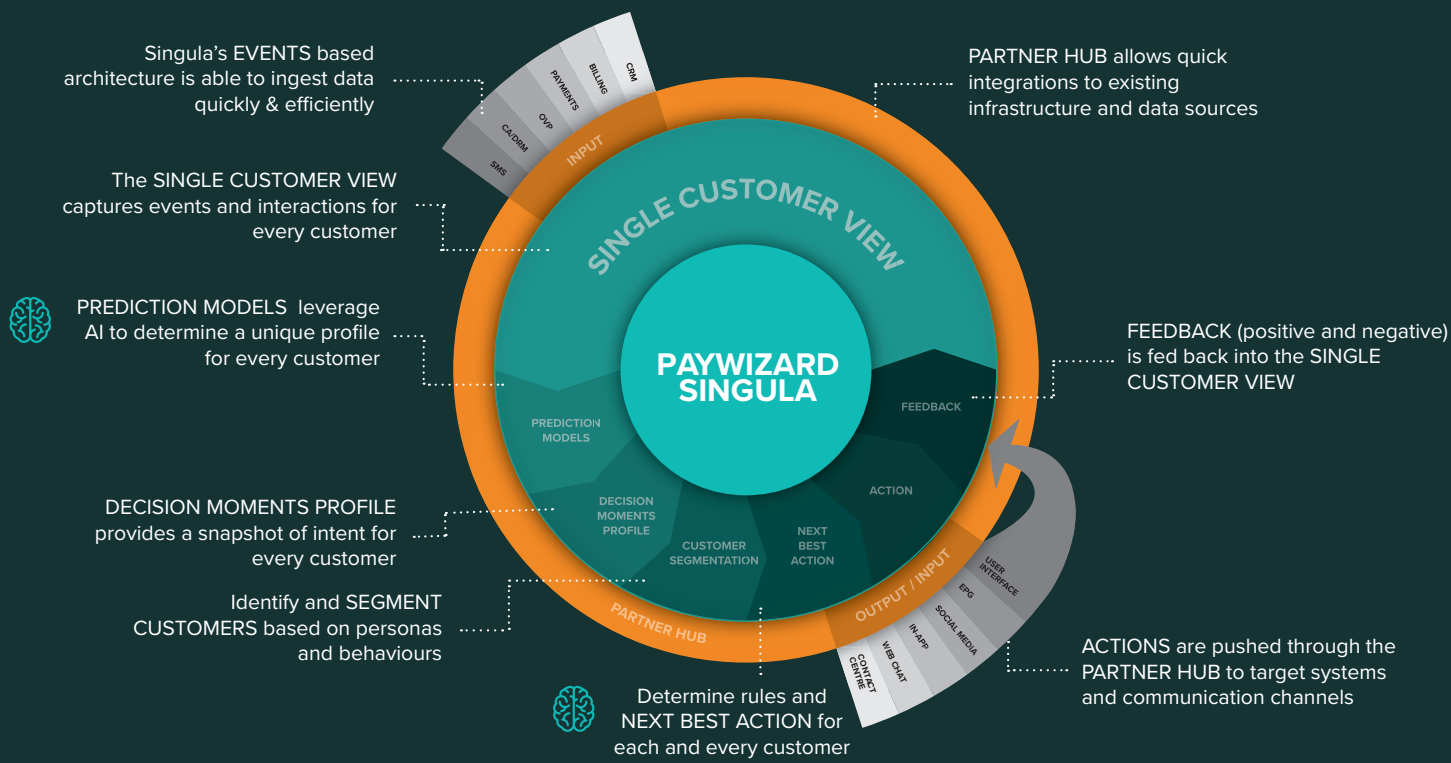
Singula™ provides subscriber intelligence and identifies the next best action pay-TV and OTT operators can take to deliver precise customer engagement. This insight arms operators to proactively acquire new customers, grow revenue and reduce churn.



- UNDERSTAND SUBSCRIBERS
- DETERMINE NEXT BEST ACTION
- EXECUTE AND FEEDBACK

## HOW SINGULA WORKS

BUILT ON Microsoft Azure



## PROVEN TO DOUBLE ACQUISITION & REDUCE CHURN

Racing TV selected Singula™, after a successful beta trial, to deliver real-time customer engagement and gain valuable insights across its entire subscriber base in the UK and Ireland.

100% increase in acquisition conversion rate

94% accuracy identifying high-risk churners

CLIVE COTTRELL  
DIRECTOR OF MARKETING

Racing TV

"We've worked with Paywizard for over 13 years to manage our customer billing and communications. The decision to deploy Singula™ significantly extends our relationship enabling us to put data at the heart of our subscriber management and marketing activity. We're always looking at how we can better engage our subscribers at every stage of the customer journey and with Singula™ we'll be able to utilise new technologies like machine learning and AI to personalise real-time interactions."

## WHY PAYWIZARD

1

### DIRECT-TO-CONSUMER

We've supported pay-TV operators launch, manage and grow subscribers for over 20 years

2

### CONSUMER-FOCUS

With our outsourced heritage, we've managed millions of subscribers on behalf of our clients

3

### TRUST

Tier one brands trust us. Our average customer tenure is over 10 years

## PROUD TO WORK WITH LEADING BROADCASTERS

itv BOX OFFICE

BONNIER

isport

DigitalUK

ABS-CBN

BT SPORT

## CONTACT US

For more information about Paywizard Singula™

Email: [info@paywizard.com](mailto:info@paywizard.com)

Call: + 44(0)207 748 0098



paywizard  
SUBSCRIBER INTELLIGENCE