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

“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.”

CLIVE COTTRELL
DIRECTOR OF MARKETING

WHY PAYWIZARD

1. DIRECT-TO-CONSUMER
2. CONSUMER-FOCUS
3. TRUST

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. How Singula™ works

HOW SINGULA WORKS

1. UNDERSTAND SUBSCRIBERS
2. DETERMINE NEXT BEST ACTION
3. EXECUTE AND FEEDBACK

WHY SINGULA WORKS

CRM
BILLING
PAYMENTS
PV
PCA/DRM
SMS
VOICE
WEB CHAT
IN-APP
SOCIAL MEDIA
EPG
USER INTERFACE

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.

SEGMENT CUSTOMERS based on personas and behaviours

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.

Why Paywizard

PROVEN TO DOUBLE ACQUISITION & REDUCE CHURN

Racing TV selected Singula™ after a successful beta trial for exclusive channel acquisition, enhanced subscriber engagement and to significantly reduce churn.

100% increase in acquisition conversion rate
94% accuracy identifying high-risk churners

Paywizard are now the preferred choice for pay-TV operators around the world.

CONTACT US

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Proud to work with leading broadcasters