

Finding 86% of potential churners brings down revenue leakage and customer acquisition costs

Our client is one of the world’s largest mobile telecommunications companies, serving million of subscribers globally. They wanted to increase their revenues and customer base with dynamic, personalized marketing campaigns by automating significant parts of the Customer Value Management (CVM) function.

ACTION

- Infogain designed and built a holistic analytics solution deployed on the NAVIK Marketing AI platform.
- Identified over 20 customer behavioral parameters, each with multiple KPIs, that span a range of demographic, service consumption, service expenditure and customer support engagement variables.
- The platform continuously analyzes these variables to derive hundreds of micro segments based on the latest market developments. The customized implementation dynamically aligns optimal customer retention, enrichment and win-back offers for each of the micro segments.
- Developed a predictive model that mapped the optimal offer to each segment.
- Generated campaign lists with targeted offers for each micro-segment.

RESULTS

- Deep insight into customer segments with AI and Machine Learning
- Predicted churn risk gives insight into customer behaviors for various subscribers based on key business objectives
- Personalized outreach and targeted offers connect effectively with the customer base
- Customer loyalty and retention saves on customer acquisition costs

5%

LIFT IN REVENUE IN THE CLIENT’S LARGEST COUNTRY MARKET

7%

INCREMENTAL REVENUE FROM CUSTOMER ENRICHMENT STRATEGIES

86%

POTENTIAL CHURNERS IDENTIFIED IN TOP 3 DECILES

Technologies Used

- ML-Heuristics
- Java
- Angular
- HTML
- Microsoft Power BI

Testimonial

“The team has done great work for us. The quality of deliverables and project management have created a positive impact with our leadership team and operating company stakeholders. The NAVIK team has presented their work to the key stakeholders managing to create interest, curiosity, and impact.”

- Group General Manager at Client