



# MobiLytix™

## Drives Customer Engagement and Retention

### ABOUT THE CUSTOMER

A large **APAC Mobile Virtual Network Operator (MVNO)** that provides prepaid mobile phone and mobile broadband services. Its offerings include unlimited standard national calls and texts, and data plans. With a focus on delivering competitively priced and targeted offers to consumers, they ensure excellent value for money.

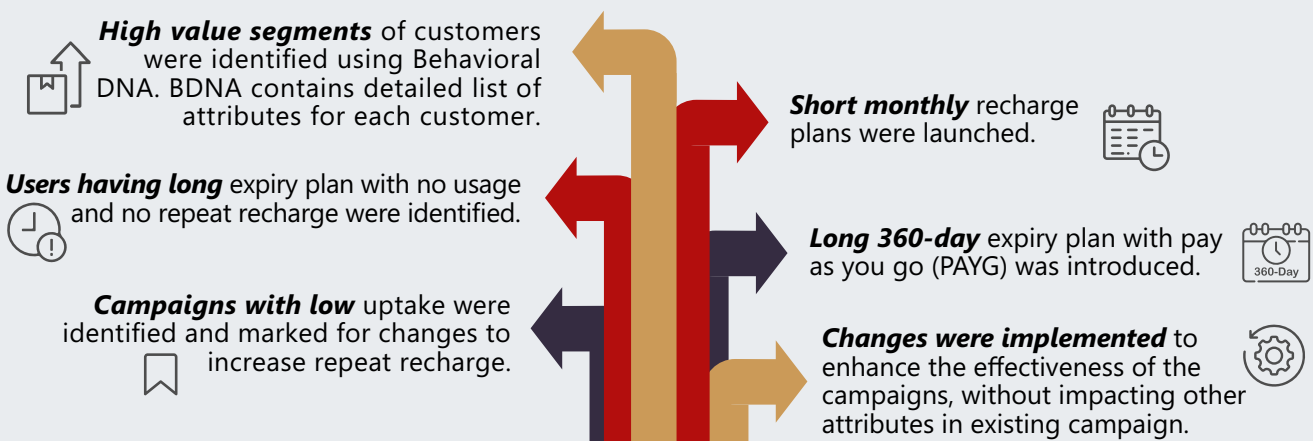
### CHALLENGES



**The MVNO functions** in a highly competitive market landscape, marked with a wide variety of product offerings. Customers have the freedom to effortlessly switch their numbers to rival networks, enticed by attractive promotions and rewards.

Furthermore, there has been a lukewarm reception to repeat recharges, indicating the need for innovative strategies to enhance customer retention. In addition, the growth of add-ons to the active user network base has been slow. To thrive in the cutthroat landscape, the MVNO is relentlessly focused on improving the performance of their existing campaigns through data-driven insights and continuous optimization efforts.

### SOLUTION



With the help of the **MobiLytix Marketing Studio** - Real Time Marketing, and Growth Marketing Services, the MVNO sought to address its challenges and maintain its position as a frontrunner in the CVM Space.

Comviva's Growth Marketing Services team started operations by identifying high value segments of customer, in order to build targeted campaigns. The existing campaigns were analyzed to pinpoint low performing ones and finetuned to enhance effectiveness. Short-term and long-term plans were launched to increase offer uptake.

### SOLUTION

13 Campaigns identified. 21% Repeat recharge increased. 7% Improvement in conversion

The partnership ensured that there was an uptake in repeat recharge and acquisition of new customers to the network. In addition, receiving **personalized offers** through the right channels added to the convenience and delight of the customers thereby increasing net customer revenue.