PELATRO
Be Relevant

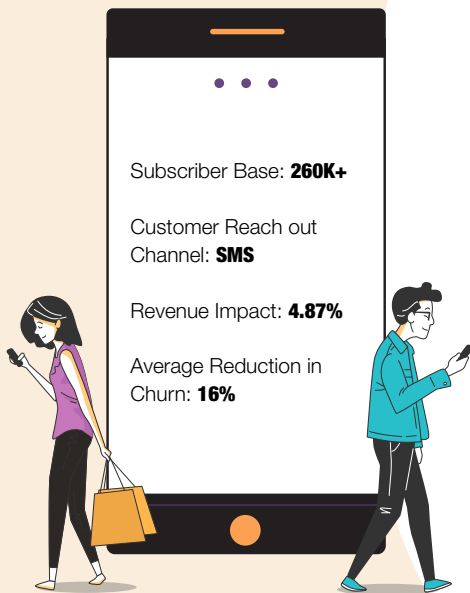**CASE STUDY**

mViva Contextual Campaign Management Solution

Telco in the Caribbean Deploys AI-ML Driven mViva Contextual Campaign Management to Drive 5% Revenue Impact

Summary

Subscriber Base: **260K+**

Customer Reach out Channel: **SMS**

Revenue Impact: **4.87%**

Average Reduction in Churn: **16%**

With a subscriber base of 260,000 customers and prepaid forming more than 99% of the base, the client was seeking an **AI-ML based Contextual Campaign Management** Solution which could tap into the potential for higher ARPU.

Pelatro's end-to-end Contextual Campaign Management Solution was deployed to run one-to-one marketing campaigns based on the division of subscriber base into micro-segments. The results of the pilot campaign created a benchmark for measuring the outcomes of future results.

Pelatro continues to partner on a "revenue sharing model" which means the client only pays for assured outcomes in a high-performance environment driven by results.

Background

Founded in 1966, the client is the largest telecommunications company in the Bahamas jointly owned by the Govt. of the Bahamas & Cable and Wireless communications. It offers a range of telecommunications services – **Mobile Telephony, Wireless Broadband, Fixed Line and Digital TV.**

Business Challenges

The client sought an all-inclusive campaign management system with the capability **of smart profiling, segmentation, dynamic offers creation, intelligent communication and real-time campaign performance analysis.**

Integrating **mViva** into the Telco's campaign management framework was complex due to the sheer number of integration points, the critical nature of network elements and the variety of transactions. Stitching them together under a single platform was the need of the hour.
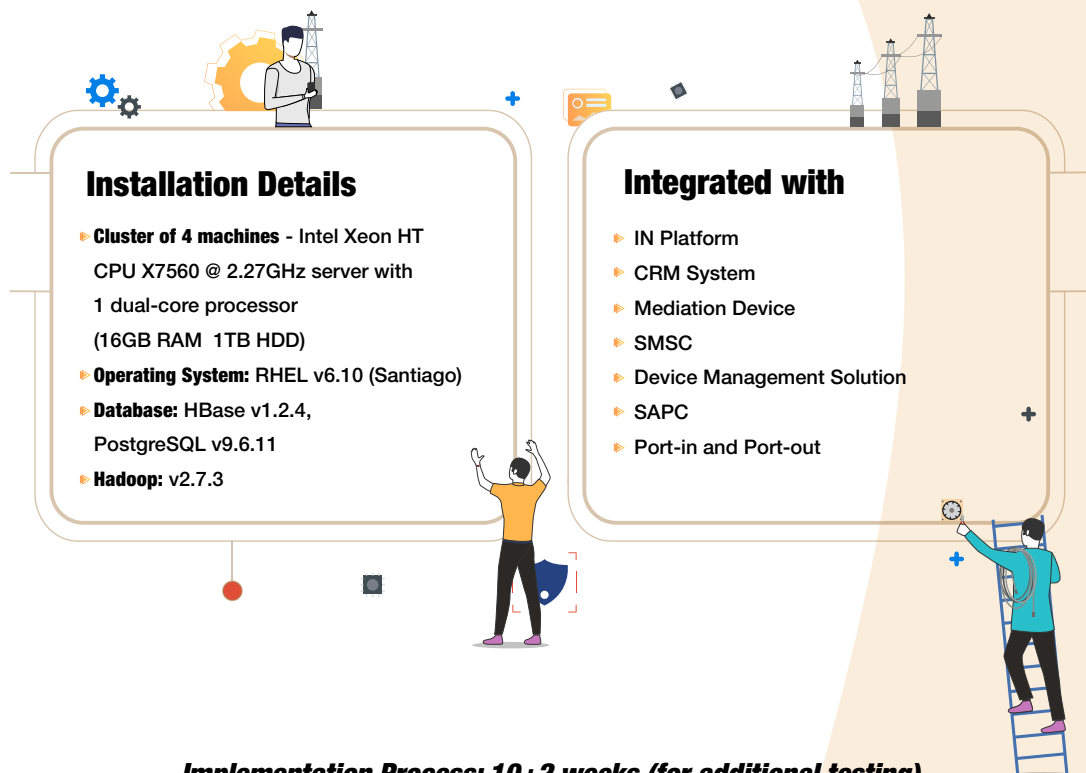
Deployment & Solutioning

Pre-deployment, a detailed campaign plan and execution strategy were charted after an intense discussion between the CVM team and Pelatro. The subscriber base was divided into micro-segments based on behavioural characteristics and targeted, one-to-one campaigns were designed. A stage-wise approach was planned for campaign deployment and it was decided to address mid and low spend customers and inactive customers first. High-income customers were addressed later.

Pelatro implemented the **mViva Contextual Campaign Management Solution** at the customer site with an end-to-end process consisting of:

- Market study
- Solution designing and integration planning
- Data analysis of the last 3 months
- Adapter building and testing
- Hardware, operating system and database configuration
- Installation of mViva software
- Campaign strategy, customer profiling and segmentation
- Configuration, UAT and Go-live
- Tracking performance, measuring results & reporting
- Building and incorporating AI-ML based models

Installation Details

- **Cluster of 4 machines** - Intel Xeon HT CPU X7560 @ 2.27GHz server with 1 dual-core processor (16GB RAM 1TB HDD)
- **Operating System:** RHEL v6.10 (Santiago)
- **Database:** HBase v1.2.4, PostgreSQL v9.6.11
- **Hadoop:** v2.7.3

Integrated with

- IN Platform
- CRM System
- Mediation Device
- SMSC
- Device Management Solution
- SAPC
- Port-in and Port-out

Implementation Process: 10+2 weeks (for additional testing)

Post-deployment, processes were automated to run scheduled campaigns on daily, weekly, fortnightly, and monthly based on the policies at the subscriber level. A/B testing was selected as the method for measuring improvement in ARPU, reduction in Churn Rate and control and target group sizes were identified.

▸▸ Business Impact

The client's CapEx was only in procuring the hardware. Within weeks of deployment and running campaigns, the project started yielding results measured real-time. A/B testing helped quantify ARPU increase, Churn Rate decrease and other key parameters.

> *"Before the arrival of mViva, we had great difficulty in launching campaigns and getting detailed information and insights into customer behaviour. Today, we have good control over our campaign activities and the positive revenue impact caused by the solution has given us good momentum. Pelatro is a great partner and their team is very knowledgeable and supportive."* **Vice President – Marketing**

▸▸ About Pelatro

Founded by experienced telecom industry leaders, Pelatro offers multiple solutions in the **Customer Engagement Hub.** Known for its innovative solutions for telecom marketers, Pelatro has created a distinct identity for itself on the grounds of proven business results, stability, and scalability. Pelatro offers contextual, targeted campaigning, and loyalty management with omni-channel customer experience, based on extensive AI/ML capabilities resulting in improved Customer Lifetime Value.

The company is headquartered in the **United Kingdom** and has operations in many countries including **US, Singapore, Russia, India and Philippines.**