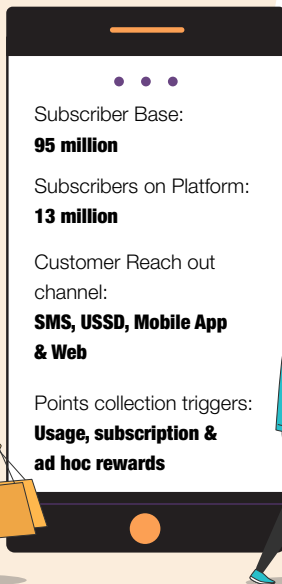# PELATRO
Be Relevant

CASE STUDY

mViva Loyalty Management Solution

Market Leader Replaces Legacy Rewards System by New-age Loyalty Management Solution

⏩ Summary

Subscriber Base:
95 million

Subscribers on Platform:
13 million

Customer Reach out channel:
SMS, USSD, Mobile App & Web

Points collection triggers:
Usage, subscription & ad hoc rewards

In-house built legacy systems had started wearing out and there was an immediate need to replace it with a comprehensive platform. The client needed a new-age solution to rejuvenate its Loyalty Management system.

Considering the migration challenges, subscriber base and others, solution architects and integration managers designed a unique plan to implement the solution to cause minimal disruption. Modules were added in a phased manner to maintain stability and scalability.

Today, the platform has added a level of dynamism allowing the client to analyse each customer (on behaviour) and channel relevant offers. The new platform has enabled campaign managers to identify potential churners and co-create offers to a signed-up base of 13 million delivered across multiple channels.

⏩ Background

Incorporated in 1996, the client is the largest telecom company in Bangladesh by revenue, coverage and subscriber base. The company is jointly run by **Telenor Mobile Communications AS** and **Grameen Telecom.** It primarily offers Mobile Telephony including 4G/LTE with a coverage of more than 99% of the country's population.

⏩ Business Challenges

Before approaching Pelatro for a new-age Loyalty Management solution, the Telco relied heavily on an in-house legacy system. With its outdated features, the client was looking at substituting it with a feature-rich tool equipped with real-time capabilities.
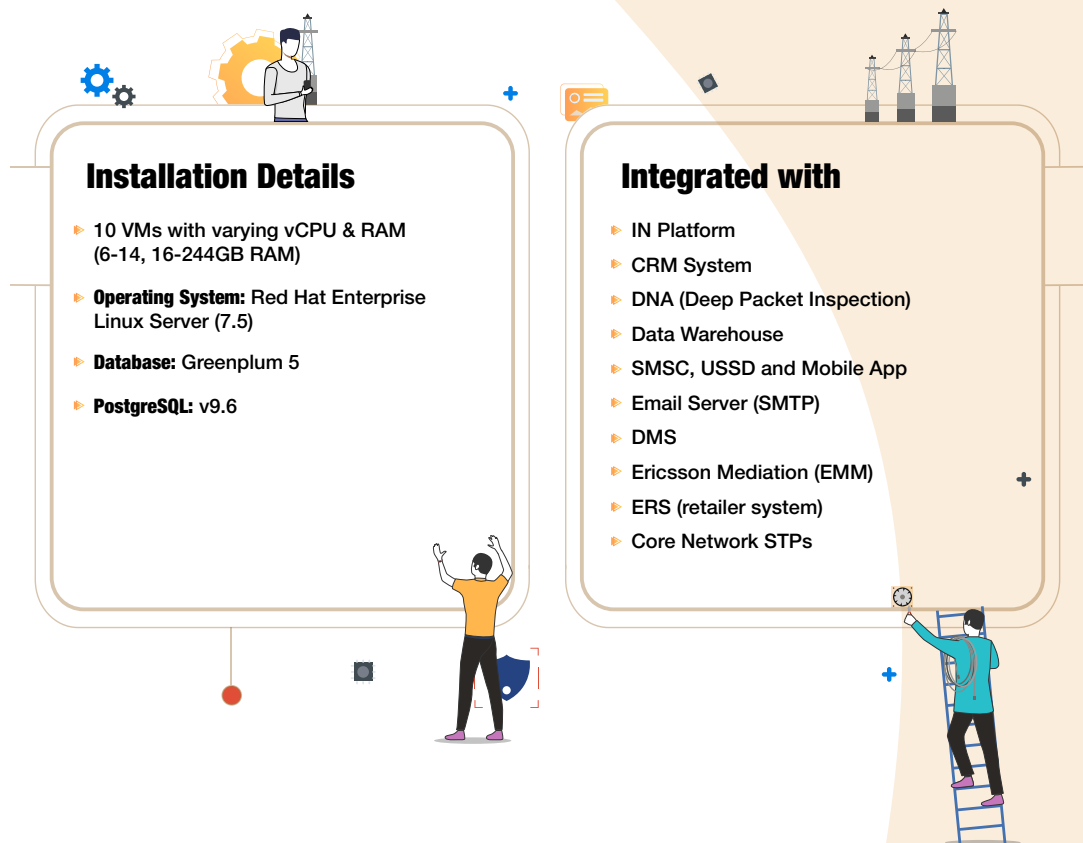
Deployment & Solutioning

The platform handles legacy loyalty logic as well as provides a wide range of new capabilities - personalised rewards and offers, dynamic tiering, flexible points collection triggers, multi-channel/multi-language communications and others.

Pelatro deployed the **mViva LMS** at the client's site with an end-to-end process consisting of:

- Solution design and integration planning
- Application installation and configuration
- Integration to all required platforms
- Campaign configuration, validation and UAT
- Functional testing and IoT

Installation Details

- 10 VMs with varying vCPU & RAM (6-14, 16-244GB RAM)
- **Operating System:** Red Hat Enterprise Linux Server (7.5)
- **Database:** Greenplum 5
- **PostgreSQL:** v9.6

Integrated with

- IN Platform
- CRM System
- DNA (Deep Packet Inspection)
- Data Warehouse
- SMSC, USSD and Mobile App
- Email Server (SMTP)
- DMS
- Ericsson Mediation (EMM)
- ERS (retailer system)
- Core Network STPs

Implementation Timeline: 14 weeks

Business Impact

Owing to the project scope, migration challenges and a large subscriber base, the implementation was done in a phased manner to achieve scalability. New features were added in a phased manner to gain flexibility.

The solution brought true dynamism to the loyalty programmes, enabling timely capture of potential churners and offer relevant rewards to the loyal subscribers based on tiers and usage behaviour. Each subscriber is being monitored and **treated contextually** from the loyalty perspective – to gain points and be able to efficiently spend them.

Over 13 million subscribers access the Rewards System through multiple channels – **SMS, USSD, Mobile App and Web.**

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.**