





CVM Health Check

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Customer Value Management (CVM) in telecoms is an area with multiple revenue, customer experience and digital transformation challenges

Business goals		1. Increase revenue and reduce churn	2. Improve customer experience	3. Accelerate digital transformation
Challenges		<ul style="list-style-type: none">• How to grow ARPU• How to achieve more conversions and higher profitability without increasing the investment• How to balance value both for the customer and telecom business• How to reduce churn rate	<ul style="list-style-type: none">• How to overcome data quality issues and improve customer understanding• How to improve customer satisfaction and measure their experience• How to ensure real-time engagement with the users across all touch points	<ul style="list-style-type: none">• How to leverage new consumer behaviour and emerging technologies to unlock revenue• How to serve more customers in the digital channels• How to exploit the potential of the available customer data
... and Skill & Resource shortages!				

CVM Health Check aims to identify gaps in the current CVM process and shows the quickest path to grow ARPU, minimize churn and improve customer experience

What is the CVM Health Check?

An agile consultancy project that helps telecoms uncover gaps and stream revenue growth opportunities in weeks, not months



How is it done?



Review the existing process by evaluating CVM maturity and benchmarking your process vs global best practice



Identify root causes of your CVM performance issues



Highlight technology gaps and suggest vendor-agnostic solutions



Calculate the **business case** for possible improvements



By guiding all teams through one exercise, we help **achieve organizational alignment** on what is essential for improving your existing CVM process

As-is evaluation is based on critical inputs from key stakeholders – we strongly advise involving them into the CVM Health Check project



Head of CVM



**BI / Data Science
Specialist**



**Digital / Channel
Specialist**



CMO








IT Manager



**Finance
Manager**

← **Key stakeholders** →

CVM Health Check project deliverables

Key deliverables	Included
As-is CVM maturity analysis Diagnostic of as-is CVM process, outlook of how do you compare against industry peers	 Detailed diagnostic snapshots at every process step
Root cause analysis Identification of gaps within CVM	
Strategy report Actionable insights how to overcome the gaps: <ul style="list-style-type: none"> • Technical aspects (data, tools) • Organizational aspects (people, processes) 	
Business case Cost/benefit calculation	 For top 3 opportunities
CVM transformation requirements Preparation of as-is and to-be requirements serving as an input for a next-gen CVM RFP	
Price	To be confirmed
Indicative duration of project execution	4-8 weeks

Should the Exacaster CVM Health Check result in adopting any of the recommendations and/or solutions within an Exacaster commercial agreement, the CVM Health Check will become free-of-charge and reimbursed in full

What other telco peers say about Exacaster CVM Health Check consultancy service?



” The insights provided by Exacaster brought us 10 steps closer to a granular understanding of our customers.

There are multiple ways of tailoring marketing and sales to customer persona, and Exacaster has extensive know-how of CVM process to guide telecoms to the best approach using the right processes, data sources or technology.

Lau Chee Fook

Head of Digital Consumer Management at
U Mobile: CVM, Base Marketing,
Campaign Analytics, Retention & Loyalty

” With this CVM Health Check, Exacaster brought to the table an enviable combination of technical and business know-how.

The level of guidance and structure they are able to provide across the Customer Value Management process in just a few weeks of in-depth analysis is hard to match.

Yew Choong Chew

Head of Data Science and Customer
Value Management at U Mobile

We've delivered 20M EUR direct incremental economic impact across our client base in 2020 & managed nearly 1 petabyte of data

Publicly reported highlights of our work:

Tele2 Baltics reported the lowest churn levels in Europe, while working in the most competitive telco market. Tele2 has been our client **for 10 years.**

Ultra Mobile was awarded for the most effective use of AI/ML technology in CVM by an industry body. Ultra has been our client **for 7 years.**

Exacaster 

trusted partner for global telco brands



Thank you!

Exacaster



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