

How Mahindra Comviva enabled an operator in Africa to Reactivate Revenue from Inactive Subscribers

MobiLytix™ Multi-Channel Campaign Management

Summary

Deploying Mahindra Comviva's **MobiLytix™ Multi-Channel Campaign Management-Winback solution** enabled an operator in Africa to track inactive customers in real-time. This further improved reach rate and minimized message delivery timelines, thereby maximizing conversions.

Challenges

- A Predominantly Prepaid Multi-SIM Market: Each customer **owns 2.4 SIM cards**
- A 20 per cent Inactive Customer Base: Over **\$550 million** in opportunity cost is attributed to inactive users
- Inefficient Marketing:
- Absence of real-time tracking of the inactive subscriber base resulted in significant delay in delivery of retention campaigns

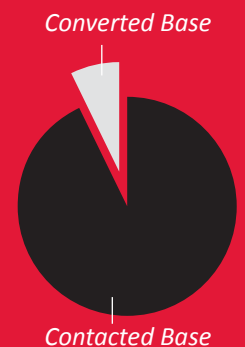
Solution

- The MobiLytix™ Multi-Channel Campaign Management platform-Winback solution detects inactive customers on the network. It targets these dormant customers with specific campaigns in real-time. This, in turn, improves reach and ensures a higher conversion rate
- Within two months of the deployment, **the solution targeted over 7.9 million dormant customers**



Numbers tell the story

A **conversion rate** of over **19%** was achieved from the targeted dormant **subscriber base via Winback campaigns**



A **response rate** of over **50%** in terms of revenue generating activities was registered from the converted base.

URL: <https://www.mahindracomviva.com/products/customer-value-management/mobilytix-suite/mobilytix-campaign-management.htm>