

How Mahindra Comviva enabled an Operator in Bangladesh to Enhance Revenue

Incremental Revenue *Through* Incremental Sales

Deploying Mahindra Comviva's MobiLytx™ Retailer Management Suite-Incremental Revenue Through Incremental Sales (IRIS) enabled an operator in Bangladesh to **maximize revenues. This was achieved by a combination of personalized offer recommendations for customers and proportional incentive schemes for retailers.**

Summary

Challenges

Solution

- Increased competition in the predominantly prepaid telecom space, which led to product commoditization.
- Moreover, telecom retailers typically partner with multiple operators. An operator's products are thus focused upon, depending on the benefits they accrue from the player.
- Therefore, constant engagement with the retailer is required.
- The MobiLytx™ IRIS offering ensures consistent retailer engagement. This is executed in favor of the operator through real-time offer recommendation and a relevant incentive structure
- Offers recommended are customized to each customer's profile. This ensures high adoption rates.
- Retailers are proportionally rewarded for offer conversions, over and above standard commissions.
- As a result, the retailer was able to avail of hefty commissions, the customer was able to leverage the best offer available and the operator obtained the maximum possible upgrade value.



Numbers tell the story

An over **25 per cent** increase in the number of recharges

A **three-fold** increase in upsell transactions per second

80 per cent retailer participation in the programme

A **25 per cent** gross gain and a **23 per cent** net gain recorded