



Leading US MVNO  
builds **award winning  
customer retention  
program** powered by AI



## Customer Retention Solution



Next generation predictive analytics  
Are they for you?



PREDICT  
CUSTOMER  
CHURN



TARGET THE  
MOST RISKY  
CUSTOMERS



USE TAILORED OFFERS  
TO ADDRESS  
CUSTOMER NEEDS



BUILD  
CUSTOMER  
LOYALTY

## THE CLIENT



Ultra Mobile Inc. is an innovative mobile virtual network operator, performing under the 4G LTE network of a major telecommunications company in the USA. Ultra

Mobile is there to meet the needs of an estimated 40 million foreign nationals living in the US - providing them with convenient and cost-effective mobile services.



## THE NEED

The client had been experiencing rapid growth in specific areas of its prepaid business, but this was accompanied by a relatively high churn amongst new subscribers.

Client needed to reduce the churn rate in its highest risk target customers by improving retention program and increasing customer loyalty.



## THE OBJECTIVES

- To provide an automated solution for accurately identifying new customers with the highest churn propensity.
- To reduce the churn rate at reasonable cost with personalized retention campaigns for the most risky customers.



## THE SOLUTION

### Identify risky customers

Exacaster's automated, AI-driven propensity model for churn prediction was used to precisely select high risk customers.

We targeted those most at risk to churn. This constituted 8% of new customers who subscribed to prepaid plans.

### Proactively reach out and address customer concerns

- We contacted individual customers well before their prepaid plans were due to expire. The frequency of communication was personalized in each case to achieve the best result.
- The targeted customers were offered two different loyalty packages. Follow-up analysis of behavioral patterns across these two categories provided valuable insights for tuning up campaigns.
- The process was fully automated, with no human intervention required.



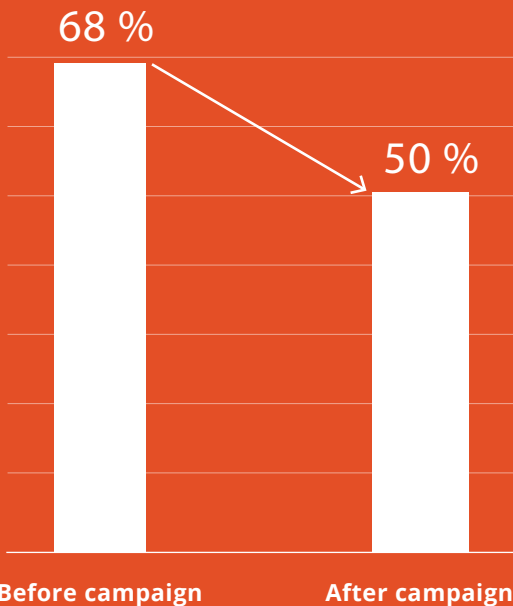


## Churn rate reduction

In the **highest risk new subscribers** of prepaid plans

Before the retention campaign was launched, only 32% of new prepaid subscribers classified as 'high risk' renewed their plans. The company was struggling with a high churn rate of 68%.

As a result of our campaign, the company's churn rate has decreased significantly. Half of all subscribers who received personal offers purchased new mobile plans and were retained as customers.



## Customers chose higher value plans

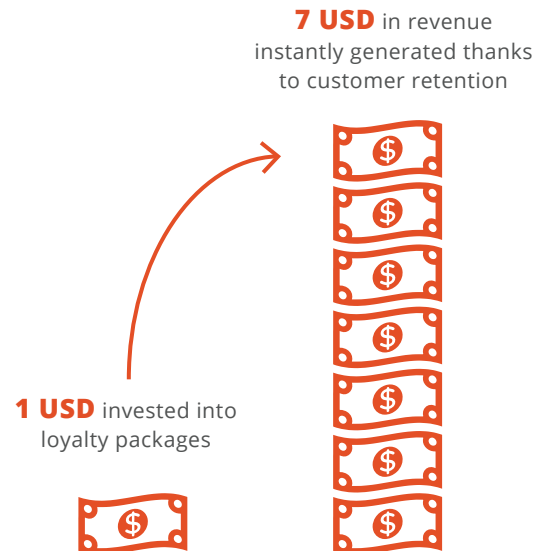
90% of the targeted subscribers that were retained purchased prepaid plans with longer durations. This constituted an outstanding result considering the majority of these customers only signed up to short term plans when they first subscribed with the company.

## Low sensitivity to discount level

Offer tests showed there was no significant difference between customers targeted with different levels of discount.

## Retention campaign instantly paid back

The costs of the retention offering were very modest compared to the total revenue generated from new subscriptions by high risk customers.



# Why Exacaster

**Customer retention solution** was created using the building blocks of our **Smart Marketing Toolkit**. This analytical software combines 5 modules to create proactive, personalized customer value management strategies.

## 5. Reporting

Evaluates the performance of the retention campaigns

## 4. Campaign automation

Targets customers with personalized retention offers across all touch-points and channels



## 1. Customer 360 Profile

Provides thousands of behavioral metrics for customer evaluation

## 2. Segments

Identifies customers with similar behavioral patterns

## 3. Propensity models powered by AI

Machine learning evaluates subscribers and assigns them a churn probability

Discover the potential of next-generation predictive analytics with Exacaster  
**Let us know what you are interested in:**



**Free assesment**  
of your customer  
retention activities



**Free onsite workshop**  
to deep-dive into the  
benefits of AI powered  
process automation



**Free trial**  
of our Smart Marketing  
Toolkit platform



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