

Exacaster

Increase Postpaid
ARPU up to 25%



Exacaster

Next Best Offer



About our client

A Swedish dominant telephone company and mobile network operator present in Sweden, Finland and Baltic States.

THE NEED

- To increase the rate of Postpaid Contract prolongations
- To increase Postpaid customers ARPU
- To increase handset sales

THE SOLUTION

We implemented a Next Best Action and Next Best Offer recommendation framework, select best action and offer combination for customer based on her context (lifecycle, consumption, churn risk etc.). We also automated the whole process from recommendations generation, to communication and final ROI calculation.

THE OBJECTIVES

- To build a process that would automatically recommend a Next Best Rate Plan and Next Best Handset and communicate the offers through Omni-channel marketing including Tele-Marketing, POS, Customer Care, web, mobile apps and SMS.

BUSINESS RESULTS

- Upgrade due to growing usage - ARPU increase of 10-25% (priority #1)
- Device revenue increase of 20-40% (when migrating customers from feature phones to smart phones)
- ARPU increase of 25% (when migrating customers from feature phones to smart phones)

From Rate Plan:

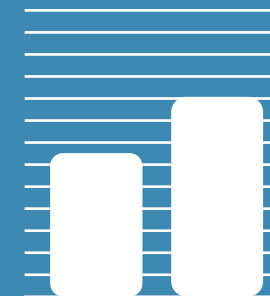


+10-25%
ARPU

From Mobile Device:

ARPU

+25%

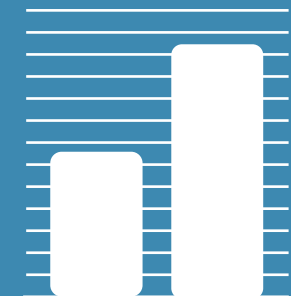


Before

After

Device revenue increase

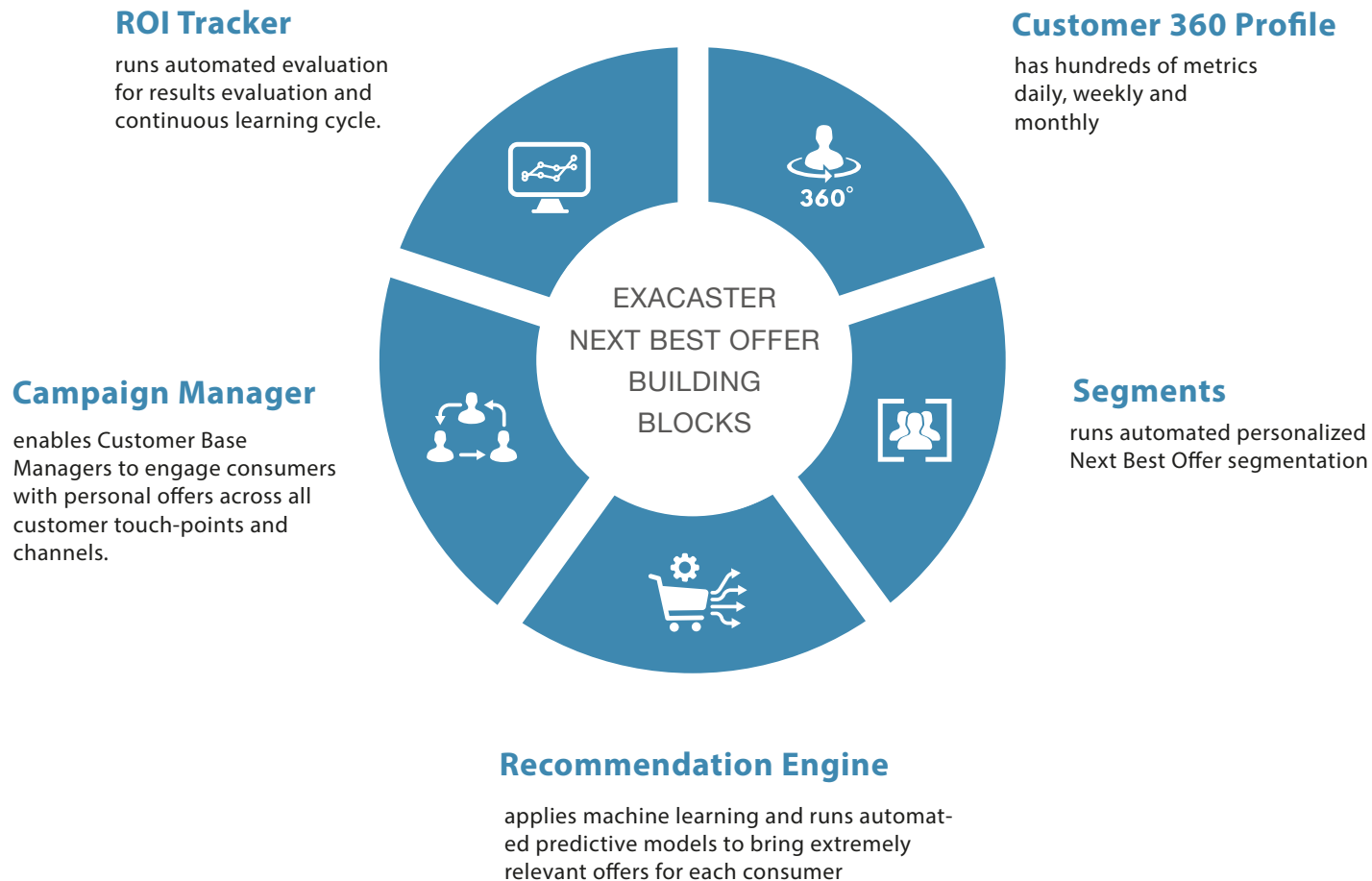
+20-40%



Before

After

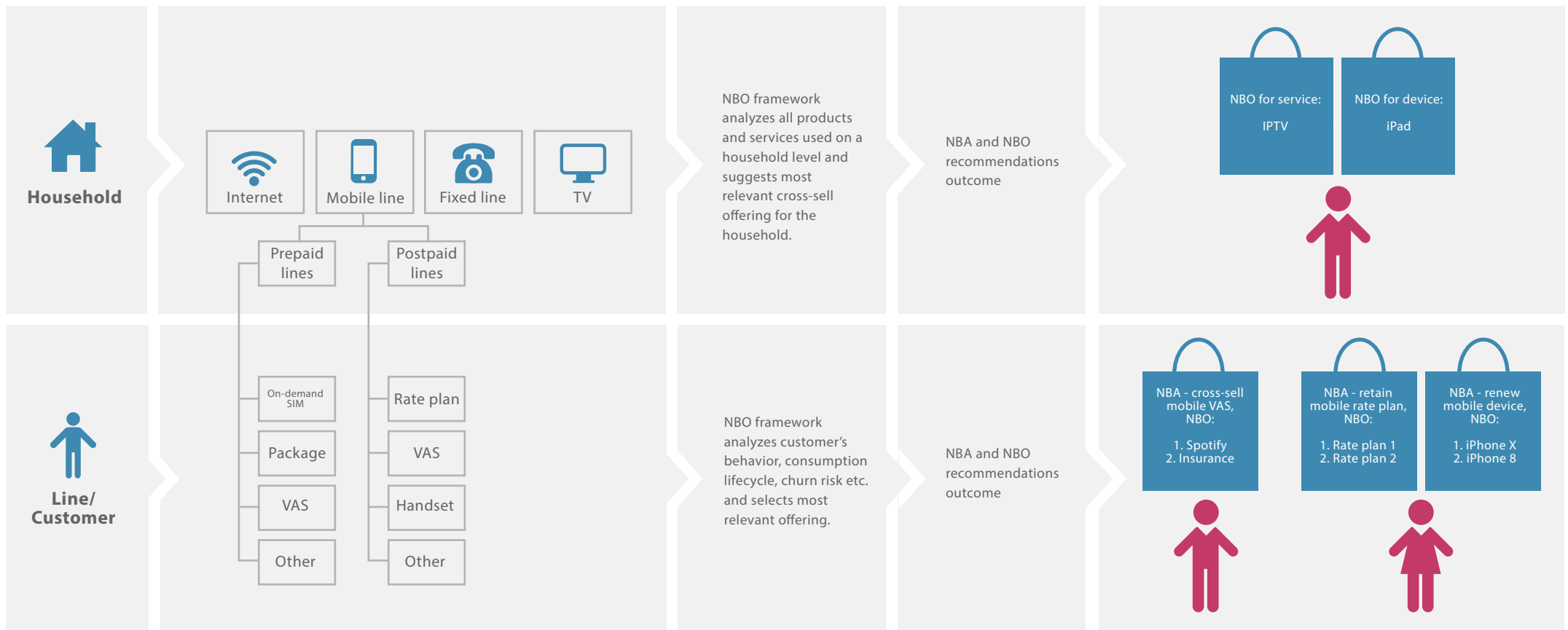
Our process is driven by 5 building blocks and learning loop is completely automated



Our Solution

How does it work?

Level Services



Why Exacaster



Truly 1-to-1 marketing

Our algorithms produce individual-level customer recommendations.



Fast time to market

We reduce roll-out time by 9-12 months with our turnkey solutions. That's because there's no need for in-house development, just integration.



Transparency

You won't be in the dark. We make our algorithms and system logic fully visible to any client we work with.



Low maintenance costs



Open architecture

All aspects of the solution are modifiable and based on open components.



Customization over time

The recommendation process is initially based on best practice, but customization over time allows it to become a unique process owned and driven by you and your needs.



Deep data science pool

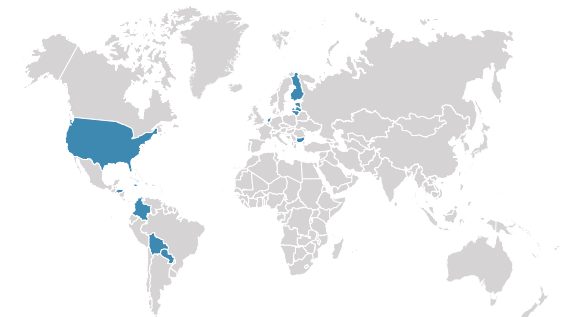
We can significantly improve your analytical capabilities by providing Data Science experts with experience of implementing AI-driven business processes.



EU GDPR compliance

About us

Exacaster is a big data predictive analytics technology company. We provide vertical AI solutions for Telecommunications and Retail companies that address key sales and marketing challenges including churn or usage prediction, product recommendations, segmentation and real time dynamic pricing.



Let's talk Proof of Concept!

We will work with you to ensure that POC fits your individual needs.



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