Exacaster

Next Best Offer:

Generate
17% ARPU Increase
for contract prolongation

– Case Study

Next-Generation Automation & Analytics

IMPROVED
CUSTOMER
EXPERIENCE

OFFER
TAILORED
POSTPAID
PLANS

CLM

INCREASE
CUSTOMER
LIFETIME
VALUE

GAIN
INCREMENTAL
REVENUE
GROWTH

Case Study

THE CLIENT

Our client is a major telephone operator in the Nordic region with a vision to be the smartest telco in the world and creating a society of unlimited possibilities. Exacaster implemented the NBO solution in one of its operating countries.

CHALLENGE

Given the increasingly crowded telecom market, many brands have pivoted towards improving existing customer service and increasing customer lifetime value. To advance on these critical business goals, Tele2 decided to expand its product portfolio for post-paid mobile services and focus on providing optimal personalization at the user level. To meet this challenge, Tele2 required Offer Management Automation and increased synchronization of customer data and the product catalogue.

THE OBJECTIVES

1. **Improve customer experience** in both digital and traditional channels.

2. **Realize incremental revenue potential** from personalized upsell initiatives.

3. **Increase ARPU** per contract renewal.

THE SOLUTION

Exacaster generated an automated Next Best Offer solution with personalized offers updated in sales and self-care systems every day.

The solution was implemented to focus on customer context understanding by considering a multitude of variables, such as customer lifecycle, current price plan, consumption patterns, churn risk, product choice, timing, price, and channel. This process allows the automatic selection of NBO.

All customer engagements with the company are understood and adjusted on two levels – subscription and account. This way, the NBO solution solves conflicting offers for customers with multiple subscriptions under the same account.

For easy sales channel and digital channel integration, Exacaster provides offers API, which enables NBO offer exposure in the sales and self-care systems. To complement the solution, an advanced NBO performance reporting was setup.

1 Every customer's context is considered including lifecycle, consumption patterns, current price plan, etc.

2 Customer gets initial personal offers based on context and relevance.

3 Offers are validated under account level to avoid displaying conflicting offers.

4 Exceptional offers are introduced for specific segments (e.g. all seniors get special discount).

5 Personalized NBO offers are delivered to sales & self-care systems.

Case Study

RESULTS

After evaluation and NBO engine rollout, these are the results generated entirely by NBO algorithm displayed offers.

There are many Next Best Offer solutions in the market, but low conversion rates remain a challenge. Exacaster brings deep insight, an effective business process and winning technology to boost operational efficiency, cut costs, and improve business metrics critical for ongoing success.

2.7M

Incremental revenue increased by 2.7M EUR in a calendar year.

17%
per user

Marginal revenue increased 17% per month on average.

75%

Overall NBO acceptance rate* ~ 75%.

* We calculated the Acceptance Rate by dividing the number of taken NBO offers and the number of total taken offers.

We help telcos to grow customer ARPU by providing tools that:

- Identify gaps in the rate plan catalogue.

- Recommend every customer an offer that maximizes value for customers and Telco.

- Provide ongoing insights about recommendations quality, coverage, and performance.

- Enable inbound and outbound touchpoints to sell Good deals easily.

Contact us today and book
NBO App demo!

www.exacaster.com

ABOUT US

Exacaster is an AI-powered marketing automation software company. We provide end-to-end solutions that help telecoms worldwide to address key marketing, personalization and customer experience challenges based on big data, machine learning, and predictive analytics.

We enhance consumer experiences across all touchpoints by reducing customer churn, increasing the effectiveness of upsell or cross-sell, and delivering personalized recommendations to millions of telco customers.

Exacaster