



Telecom **cuts churn up to 4x of postpaid subscribers** recently migrated from prepaid plans

## Customer Retention Solution



Next generation predictive analytics  
Are they for you?



PREDICT NEW  
CUSTOMER  
CHURN



TARGET CUSTOMERS  
WITH HIGHER  
LOYALTY POTENTIAL



OFFER TAILORED  
POSTPAID PLANS



CREATE A  
GROWING  
POSTPAID BASE



## THE CLIENT

Our customer is a telecommunications company that provides mobile, landline, TV and internet services to the millions of households.



## BUSINESS ENVIRONMENT

Postpaid subscribers are smaller in number, but they contribute significantly to an operator's revenues. They generate steadier income flows than prepaid subscribers, who only top-up their phones as and when need to.

The loss of postpaid customers is a big challenge for operators, and telecoms work hard to retain these subscribers by offering them customized plans.

Targeting marketing campaigns at the right customers can reduce operational costs and improve overall business performance.



## THE NEED

The company needed to improve its existing marketing campaigns by selectively reaching out to the high-value subscribers who were most likely to stay with their new postpaid plans after migration from prepaid.



## THE OBJECTIVES

- To build an automated solution in order to determine which subscribers are most likely to stay longer with the company after their migration from prepaid to postpaid plans.
- To reduce the churn rate acquiring better customers.



## THE SOLUTION

### AI powered analytics identified better acquisition candidates

We implemented a predictive model to select subscribers from the prepaid base who had the highest probability of staying with the company after shifting to a postpaid plan.

The predictive model was trained using a base of real data from customers who had previously migrated from prepaid to postpaid plans. Analysis was carried out using Exacaster's Customer 360 profiling application.

### Individual campaigns executed in different markets

To evaluate the outcomes and conduct a comparative analysis, the client formed a control group of subscribers selected using standard business criteria.

A target group was created using Exacaster's predictive model, and then two marketing campaigns were executed simultaneously. Both groups of prepaid subscribers were contacted by the client's call centers in three countries, and customers were offered postpaid plans that suited their consumption and purchase needs.

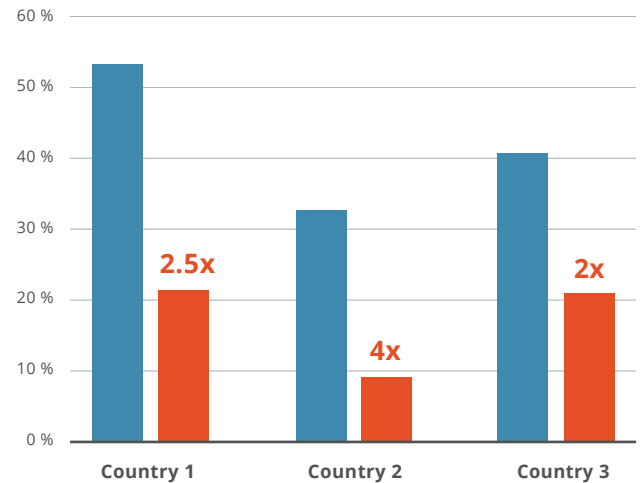


## BUSINESS RESULTS

### Up to 4x churn reduction for customers recently migrated from prepaid to postpaid plans

Customers selected by the predictive model showed far better survival performance after the 6 month period. Postpaid subscribers stayed longer, with the churn rate down up to 4 times depending on the country.

#### Churn Rate Reduction



- Control group, selected using standard business criteria
- Subscribers, selected by Exacaster's predictive model

**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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