



Personalized Customer Value Management for Telecoms

A Complete Playbook
on Building Customer Value Management
with AI-Enabled Marketing Automation Platforms



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Introduction

Communication service providers invest heavily in building data management, AI/ML and digital capabilities to enable personalization at scale. However, many telco industry players struggle to capture the full value of personalization.

Telecoms often fail in the last mile of enabling personalization and engagement use cases, forfeiting the incremental improvement in customer experience and revenue growth.

When personalization is approached on a standalone, campaign-by-campaign basis, it may not result in a sustained customer value growth. Hence, personalization needs to be approached strategically and streamlined throughout the entire customer lifecycle.

In this playbook we discuss personalized engagement strategies that telecoms are able to build with Exacaster marketing automation technology resulting in customer value increase.

- [Customer 360 platform](#)
- [Customer Journey platform](#)

BOOK A DEMO



1. ENGAGING PREPAID MOBILE SERVICE CUSTOMERS

PREPAID MOBILE CUSTOMER LIFECYCLE

Send welcome messages and activation guides to improve the customer experience

Identify upsell / cross-sell opportunities and send personalized offers (Next Best Offer) to grow customer ARPU

Proactively identify and retain risky high-value customers with AI-enabled predictions to reduce churn

Identify high-quality prospects for postpaid migration with AI-enabled predictions for a more stable revenue flow

Onboarding



Upsell / Cross-sell



Retention



Pre2Pos migration

Proactively Retain Prepaid Customers with AI-powered Predictions

Up to 7X ROI

Identify and engage risky prepaid customers at the right time

TRIGGER

Exacaster's predictive algorithm flags customer who are highly likely to churn based on their individual activity patterns

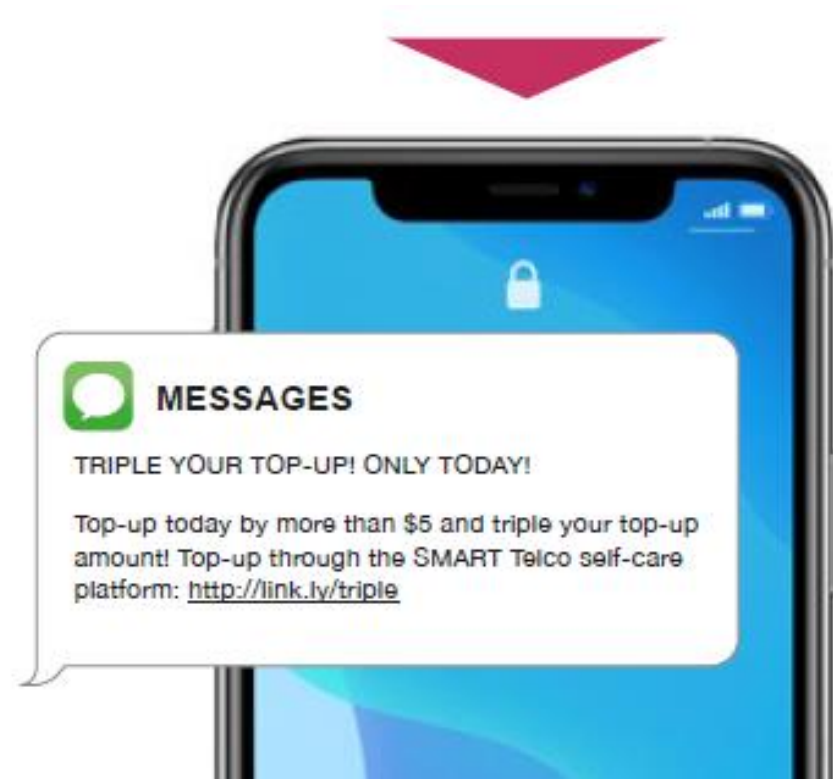
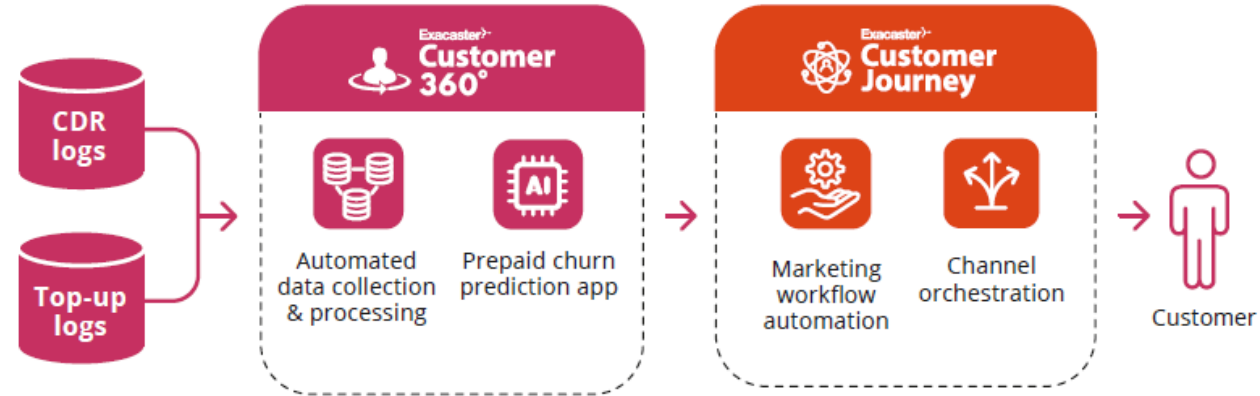
RECOMMENDED ENGAGEMENT

Engage flagged risky customers with a special retention offer to motivate them to top-up/ purchase a package

BENEFIT

Targeting the right set of users at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



Improve Prepaid-to-Postpaid Migration with AI-Powered Predictions



Target only high-quality prospects based on the customers similarity

TRIGGER

Exacaster's predictive algorithm flags high-quality prospect based on customers similarity to previously successfully converted customers

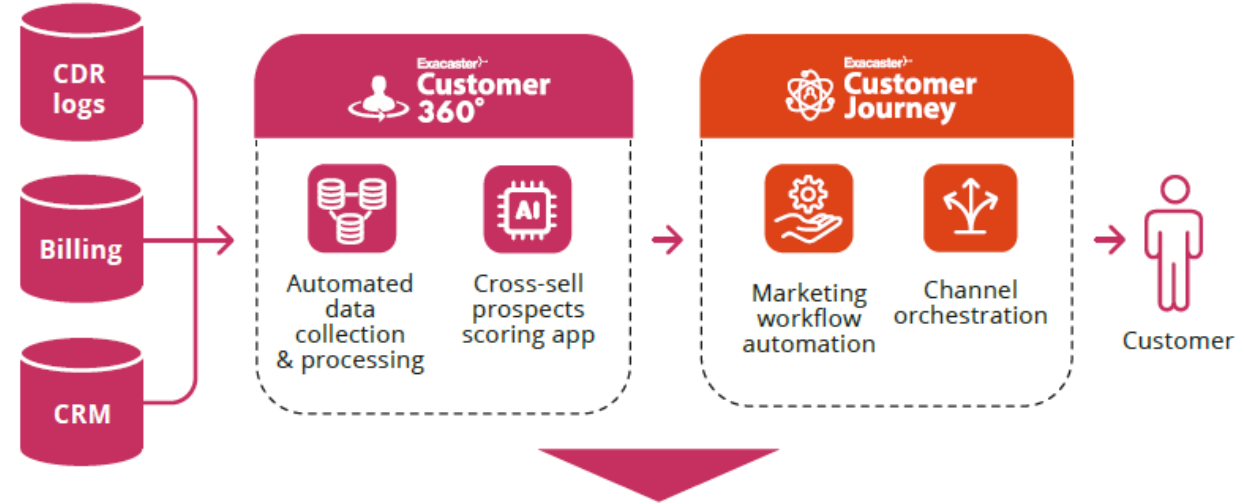
RECOMMENDED ENGAGEMENT

Engage flagged customers with a special migration offer

BENEFIT

Targeting new customers who are similar to previously successfully converted customers can significantly improve ROI

End-to-end automation



Upsell / Cross-sell Prepaid Customers with Personalized Recommendations

Up to **8x** conversion rate

Identify upsell / cross-sell opportunities in real-time and engage clients with a personalized Next Best Offer (NBO)

TRIGGER

Customer actions with a high probability of conversion are identified in real-time (e.g., customer made a top-up, browsed data packages, but not purchased)

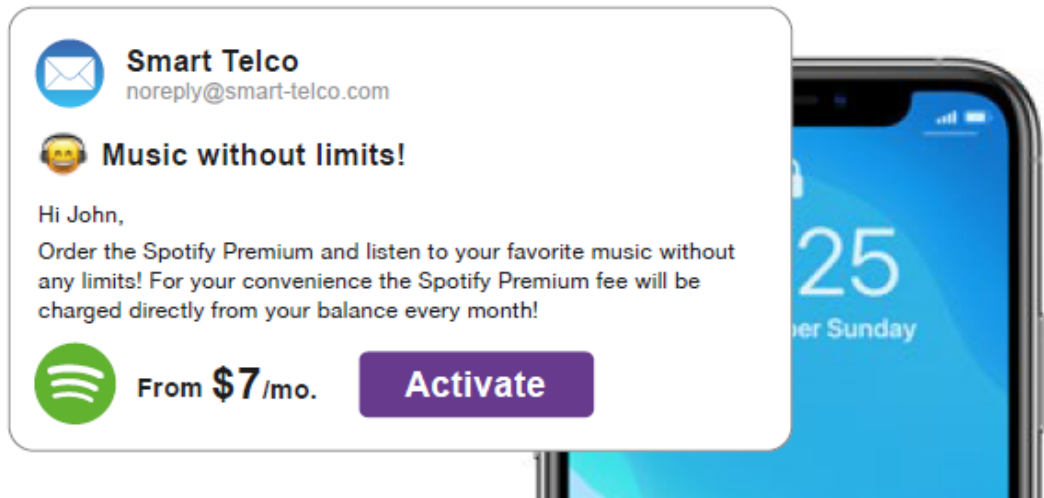
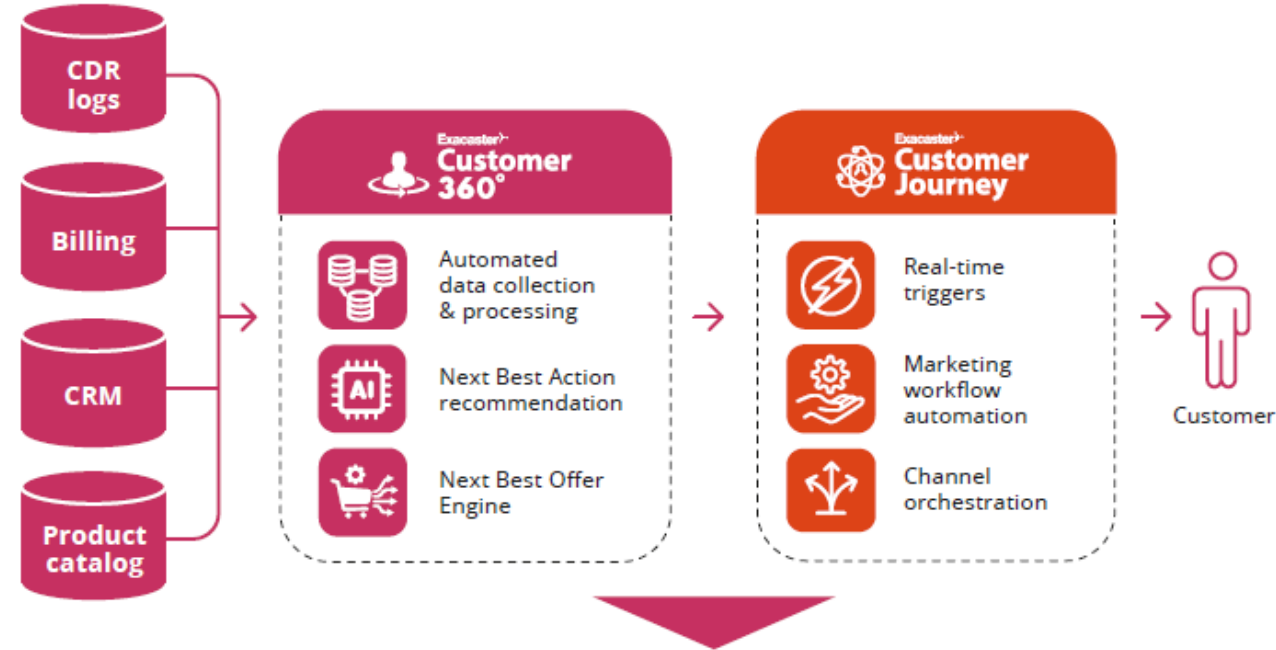
RECOMMENDED ENGAGEMENT

Engage customers with personalized recommendations through multiple communication channels

BENEFIT

Targeting the right set of users with personalized recommendations can significantly improve the effectiveness of upsell / cross-sell campaigns

End-to-end automation



Drive Sales in Digital Channels with Personalized Recommendations

Improve customer experience in digital channels with personalized Next Best Offer (NBO) recommendations

TRIGGER

Customer browsed data packages in the mobile app, but did not purchase

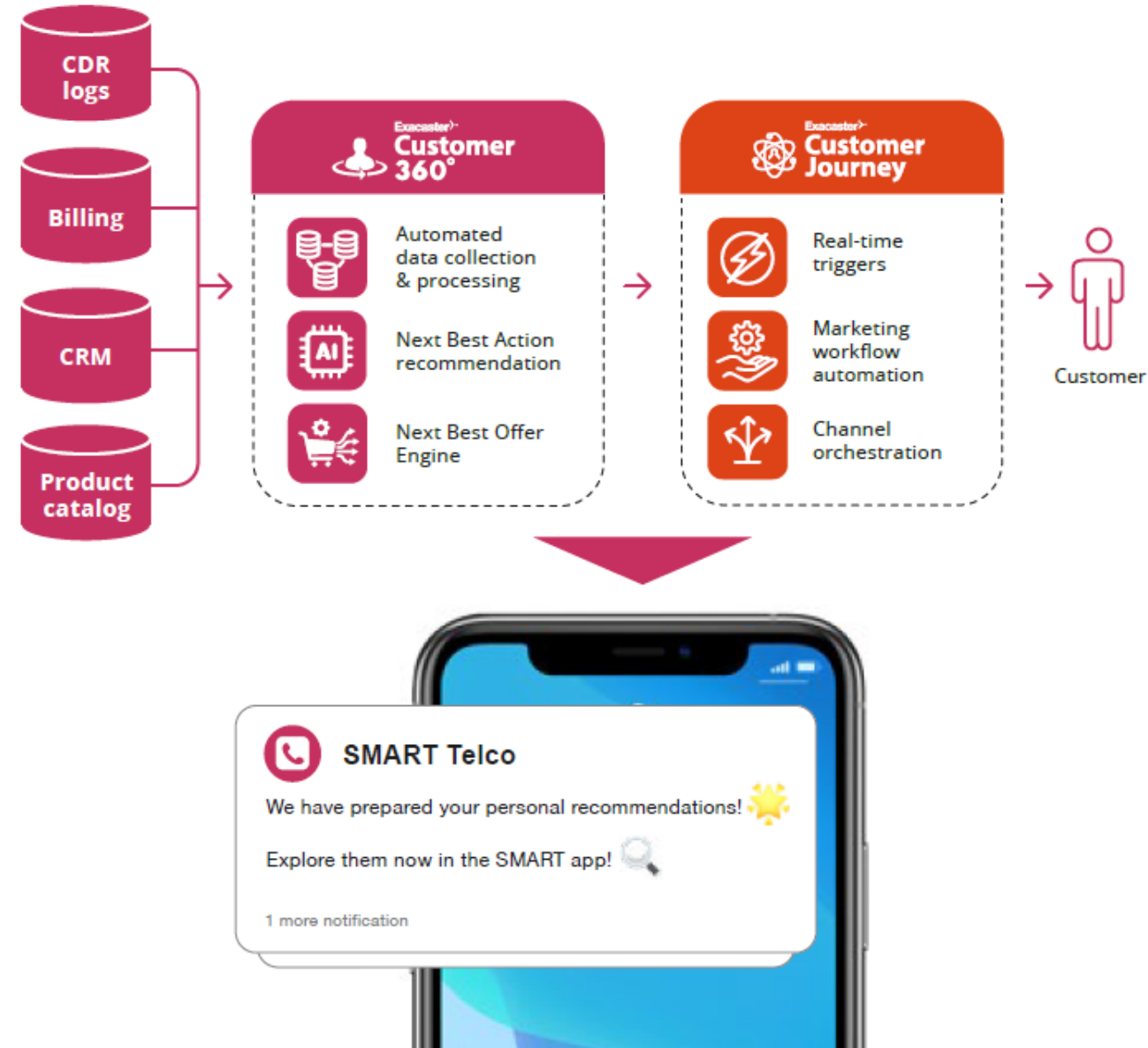
RECOMMENDED ENGAGEMENT

Personalize experience in the digital channels with next best offer recommendations

BENEFIT

Personalizing the experience in the digital channels can significantly improve conversion rates and overall customer experience

End-to-end automation





2. ENGAGING POSTPAID MOBILE SERVICE CUSTOMERS

POSTPAID MOBILE CUSTOMER LIFECYCLE

Send welcome messages
and activation guides
to improve the customer
experience

Identify upsell / cross-sell
opportunities and send
personalized offers (Next
Best Offer)
to grow customer ARPU

Proactively notify about bill
changes
to improve the customer
experience

Engage at the right time
to grow customer CLV

Proactively identify and retain
risky high-value customers
with AI-enabled predictions
to reduce churn

Onboarding



Upsell / Cross-sell



Bill shock
management



Contract
prolongation



Retention

Personalize the Onboarding Experience with Automated Marketing Campaigns

Send welcome messages and activation guides to improve the customer experience

TRIGGER

A customer recently activated a service plan

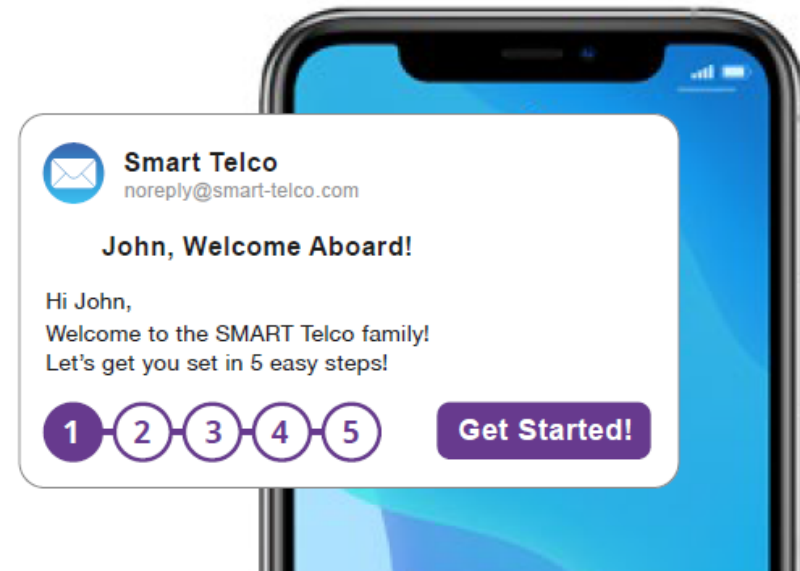
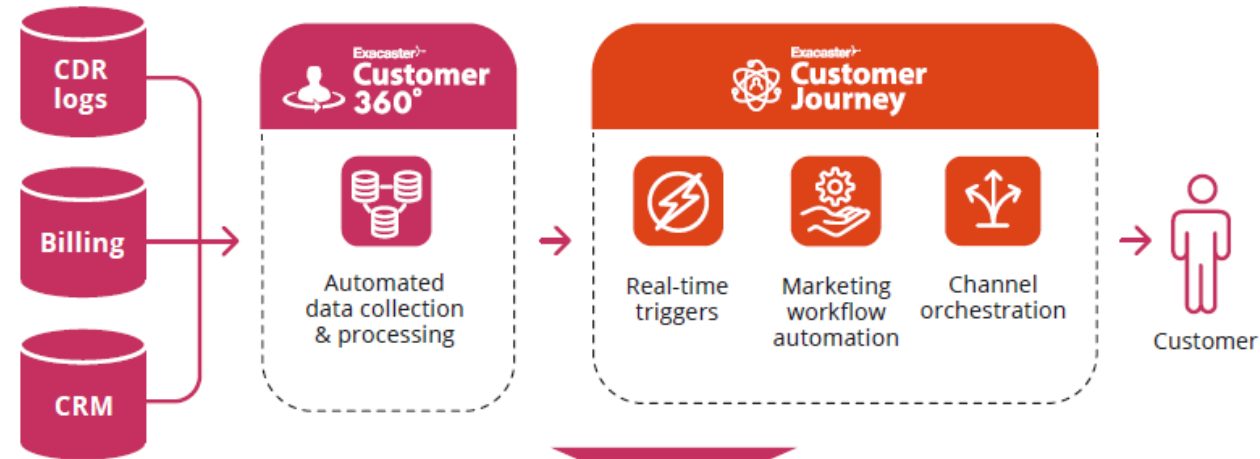
RECOMMENDED ENGAGEMENT

Welcome newly joined customers with personalized messages and activation guides

BENEFIT

Personalized onboarding can significantly reduce the churn rate and simplify the discovery of value-added services

End-to-end automation



Proactively Retain Postpaid Customers with AI-enabled Predictions

0.8% lowest postpaid churn rate

Identify and engage risky high-value postpaid customers at the right time

TRIGGER

Exacaster's predictive algorithm flags customer who are highly likely to churn based on signals in consumption, billing, network quality or other customer data

RECOMMENDED ENGAGEMENT

Engage flagged customers with a special retention offer to minimize friction with the customer

BENEFIT

Targeting the right set of users at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



Enable Proactive Customer Care with AI-enabled Predictions

Identify and engage customers facing network quality problems based on their likelihood to churn

TRIGGER

Exacaster's predictive algorithm flags customer who are highly likely to churn based on signals in network quality data

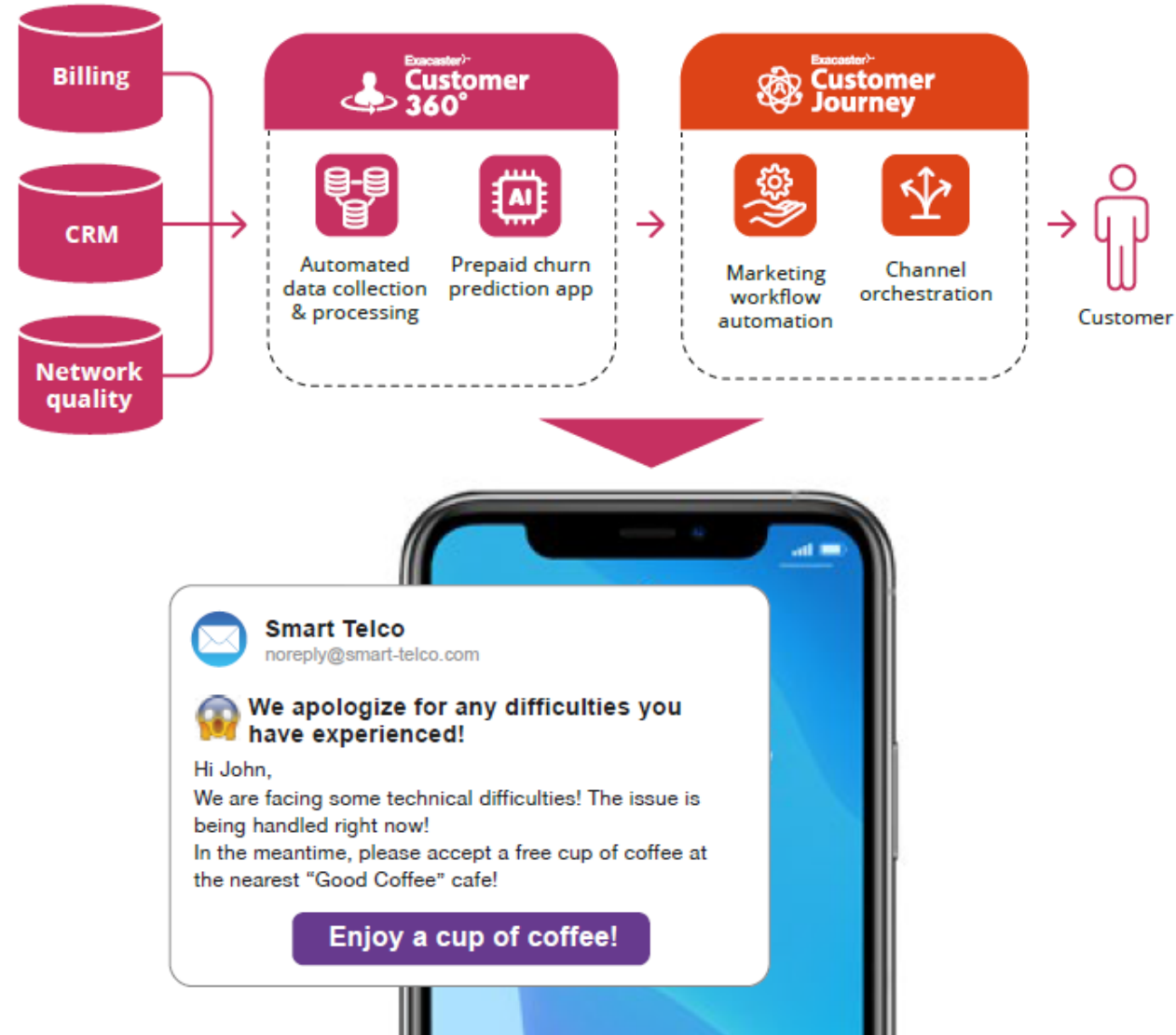
RECOMMENDED ENGAGEMENT

Engage flagged customers with free perks to minimize friction with the customer

BENEFIT

Targeting the right set of users at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



Upsell / Cross-sell Postpaid Customers with Personalized Recommendations

Up to +40%
ARPU

Identify upsell / cross-sell opportunities in the customer base and engage clients with a personalized Next Best Offer (NBO)

TRIGGER

Customer actions with high probability of conversion identified in real-time (e.g., customer browsed the mobile device category in the e-shop website)

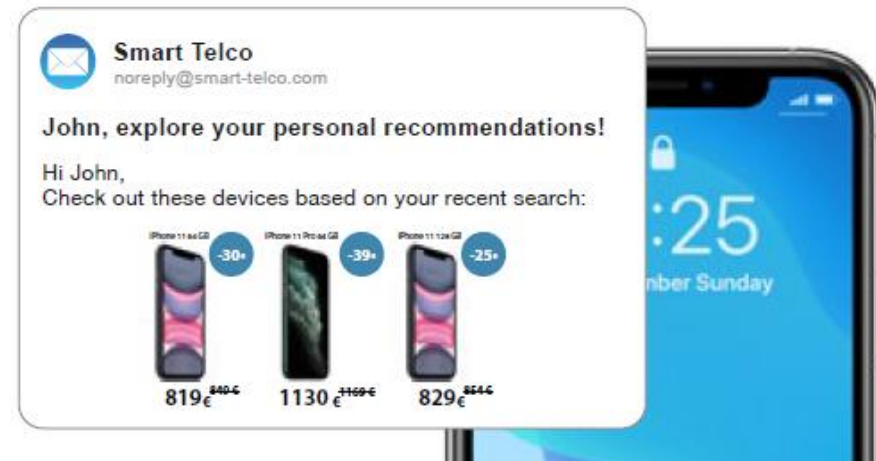
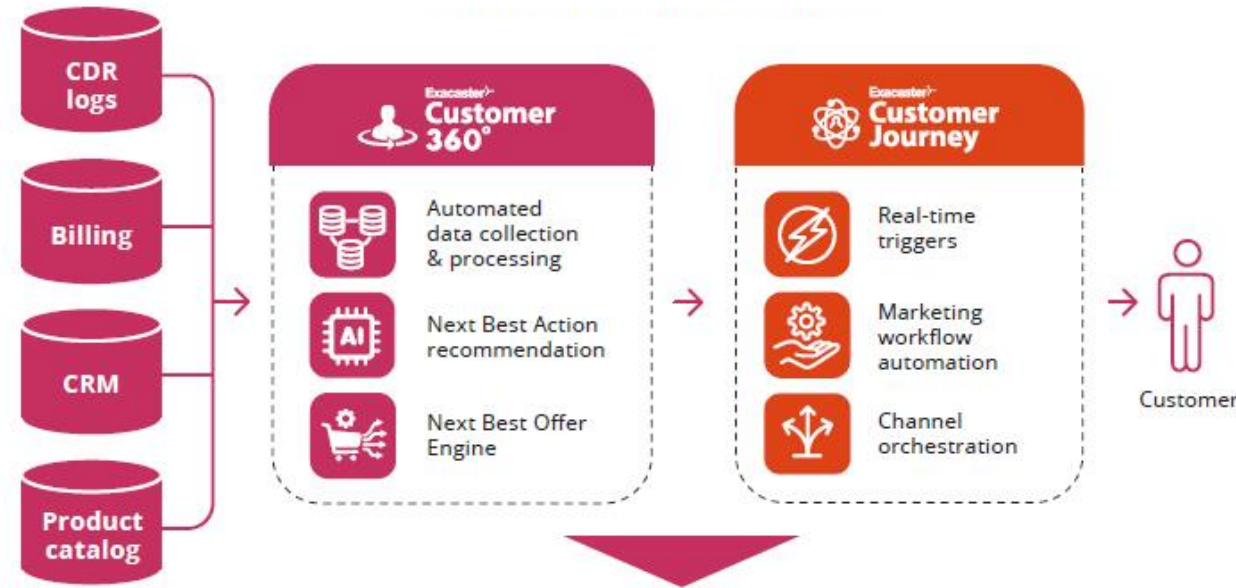
RECOMMENDED ENGAGEMENT

Engage customers with personalized recommendations through multiple communication channels

BENEFIT

Targeting the right set of users with personalized recommendations can significantly improve the effectiveness of upsell / cross-sell campaigns

End-to-end automation



Improve In-store Upsell / Cross-sell Rates with Personalized Recommendations

Improve the sales performance of frontline agents with personalized Next Best Offer (NBO) recommendations

TRIGGER

Customer visits store to pay bill or purchase a device, etc.

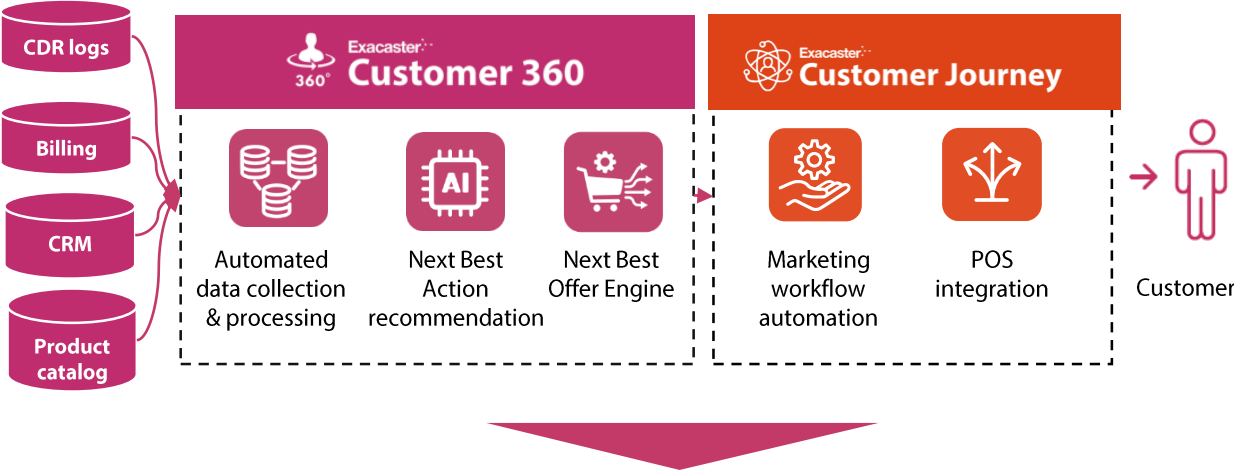
RECOMMENDED ENGAGEMENT

Engage in-store visitors with relevant upgrades and additional services based on their consumption patterns, probability to churn and propensity to be upsold / cross-sold

BENEFIT

Personalized recommendations can significantly improve the sales performance of frontline agents and simplify engagement flows

End-to-end automation



Drive Sales in Digital Channels with Personalized Recommendations

Up to **10x** sales growth in digital channels

Improve the customer experience in digital channels with personalized Next Best Offer (NBO) recommendations

TRIGGER

Customer browsed data packages in the mobile app, but did not purchase

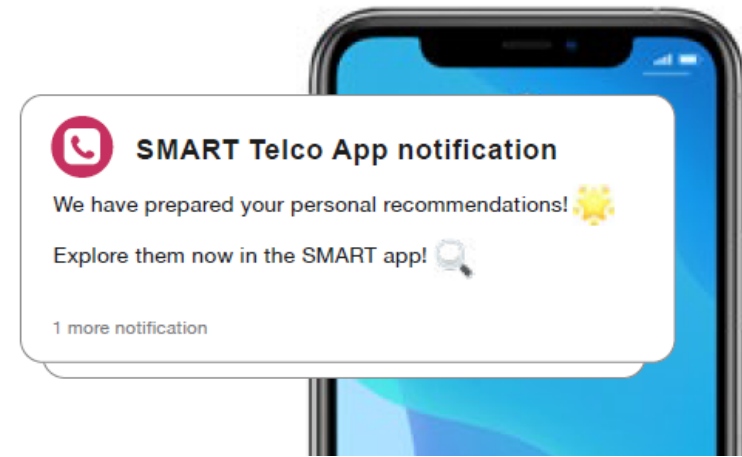
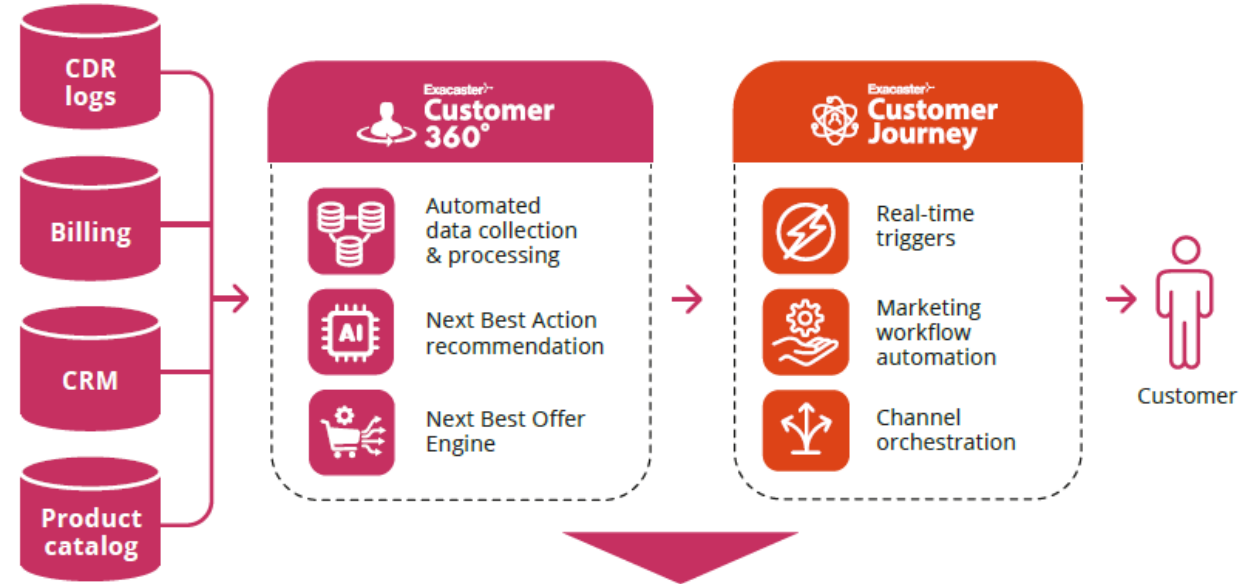
RECOMMENDED ENGAGEMENT

Personalize experience in the digital channels with next best offer recommendations

BENEFIT

Personalizing the experience in the digital channels can significantly improve conversion rates and overall customer experience

End-to-end automation



Upsell Roaming to Frequent Travelers with Personalized Recommendations

Identify frequent travelers in your customer base to upsell them with personalized roaming plans

TRIGGER

Customer visited third country during this year

RECOMMENDED ENGAGEMENT

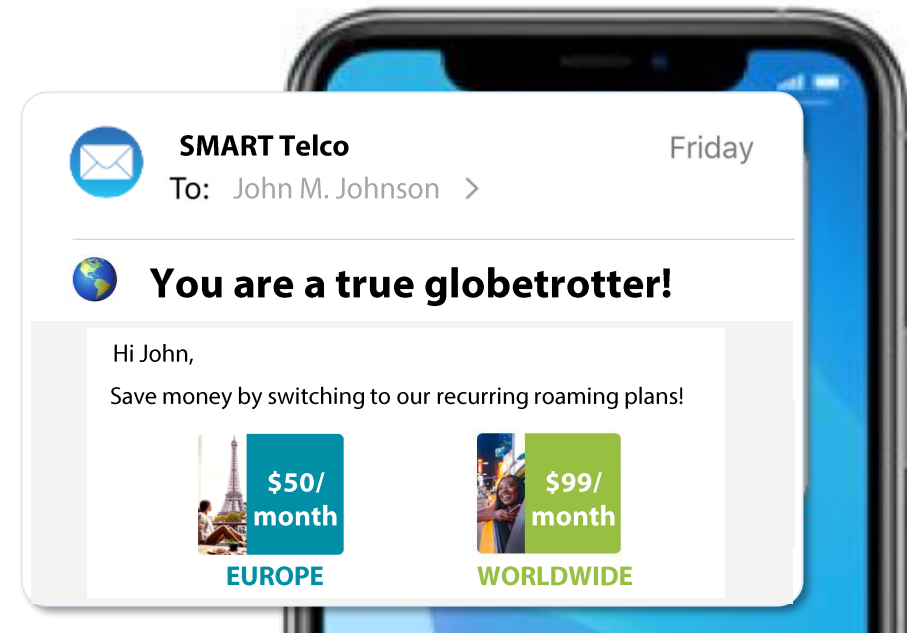
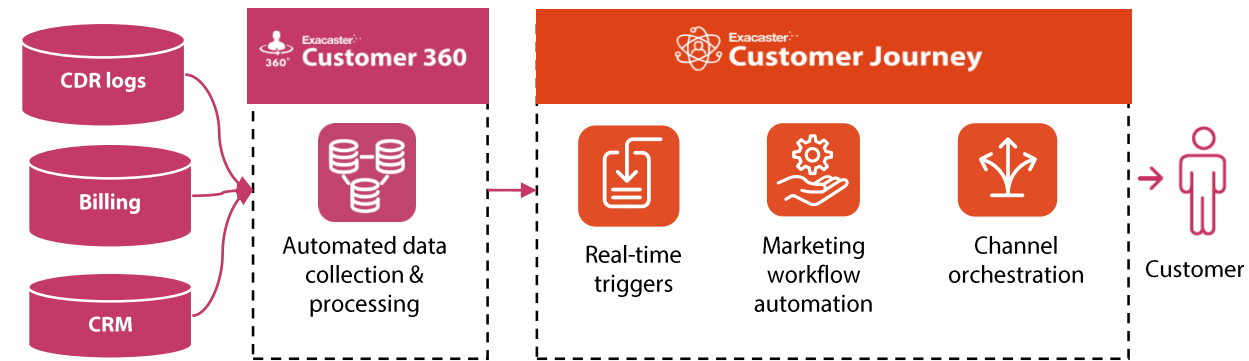
Engage customers with personalized recommendations through multiple communication channels

BENEFIT

Targeting the right set of users with personalized recommendations can significantly improve the effectiveness of upsell / cross-sell campaigns

Up to +50%
CLTV

End-to-end automation



Improve Customer Experience by Proactively Managing a Bill Shock

Proactively notify customers about bill changes to improve the customer experience

TRIGGER

Customer's promotion will end in the next 30 days

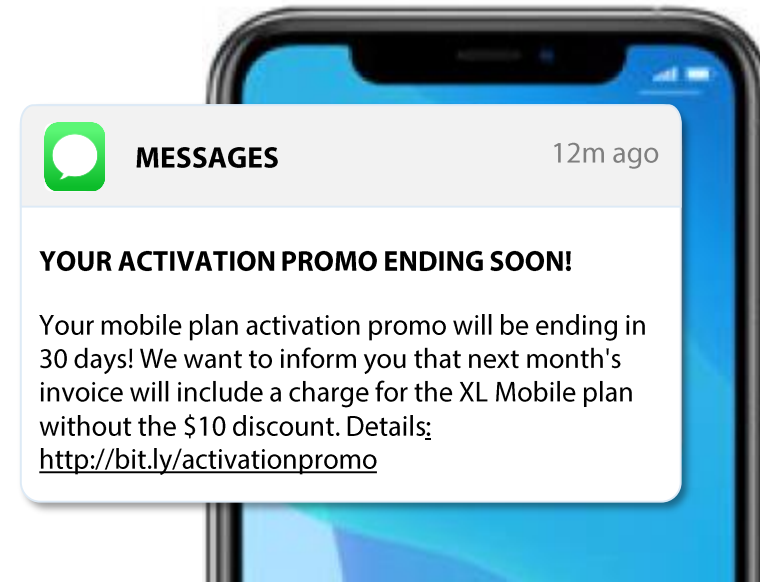
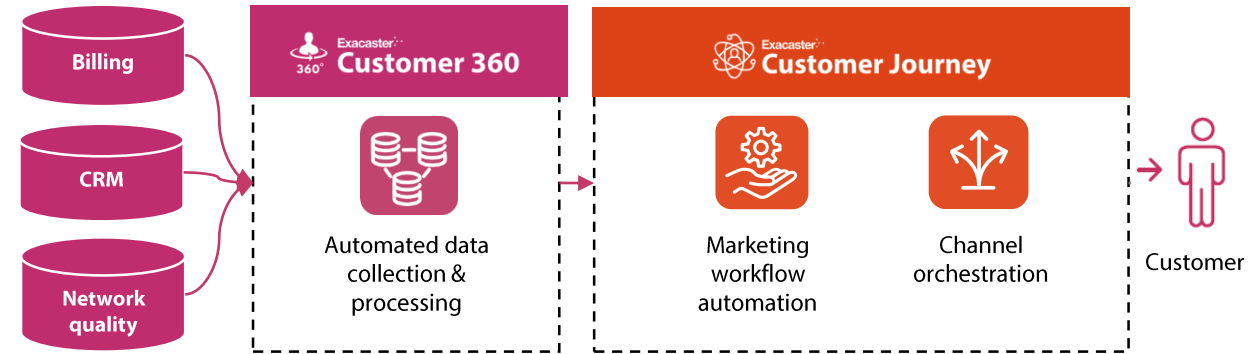
RECOMMENDED ENGAGEMENT

Inform flagged customers about the end of the promotion through multiple communication channels

BENEFIT

Proactively informing customers about their bill changes can significantly reduce churn.

End-to-end automation



Grow Customer Lifetime Value with Proactive Contract Prolongation

Engage customers at the right time to grow their value

TRIGGER

Customer's contract will end in the next 30 days

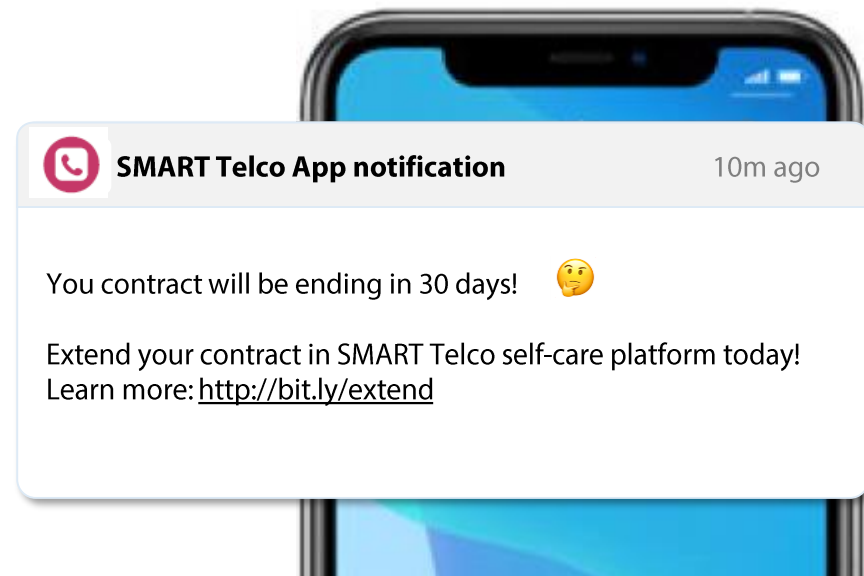
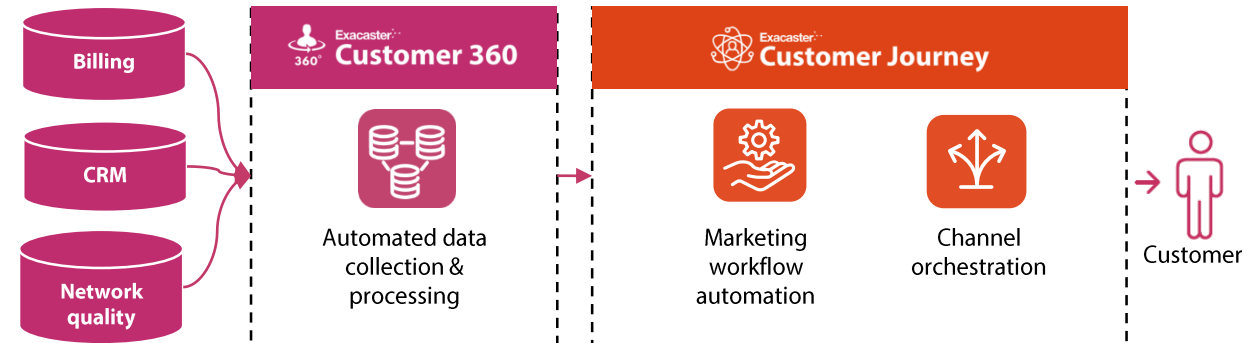
RECOMMENDED ENGAGEMENT

Inform flagged customers of their ending contract and how they can extend it.

BENEFIT

Proactively informing customers about their ending contract can significantly reduce contract prolongation costs and grow customer lifetime value

End-to-end automation





3. ENGAGING TV & INTERNET SERVICE CUSTOMERS

TV AND INTERNET CUSTOMER LIFECYCLE

Send welcome messages and activation guides to improve the customer experience

Identify upsell / cross-sell opportunities and send personalized offers (Next Best Offer) to grow customer ARPU

Proactively notify about bill changes to improve the customer experience

Engage at the right time to grow customer CLV

Proactively identify and retain risky high-value customers with AI-enabled predictions to reduce churn

Onboarding



Upsell /
Cross-sell



Offer expiration
management



Contract
prolongation



Retention

Cross-sell Fixed Services Customers with Personalized Recommendations

Target only high-quality prospects based on the customers similarity

TRIGGER

Exacaster's predictive algorithm flags high-quality prospect based on customers similarity to previously successfully converted customers

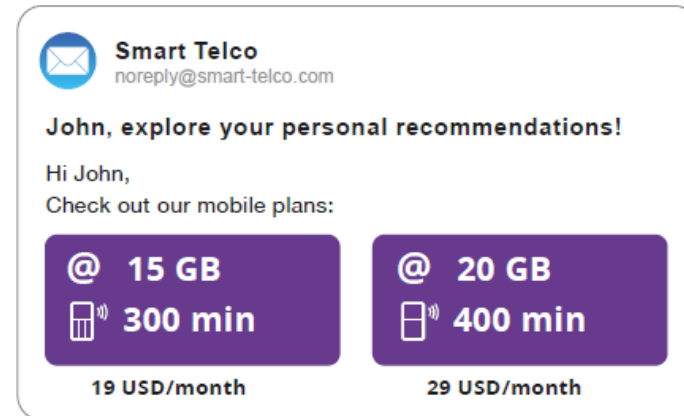
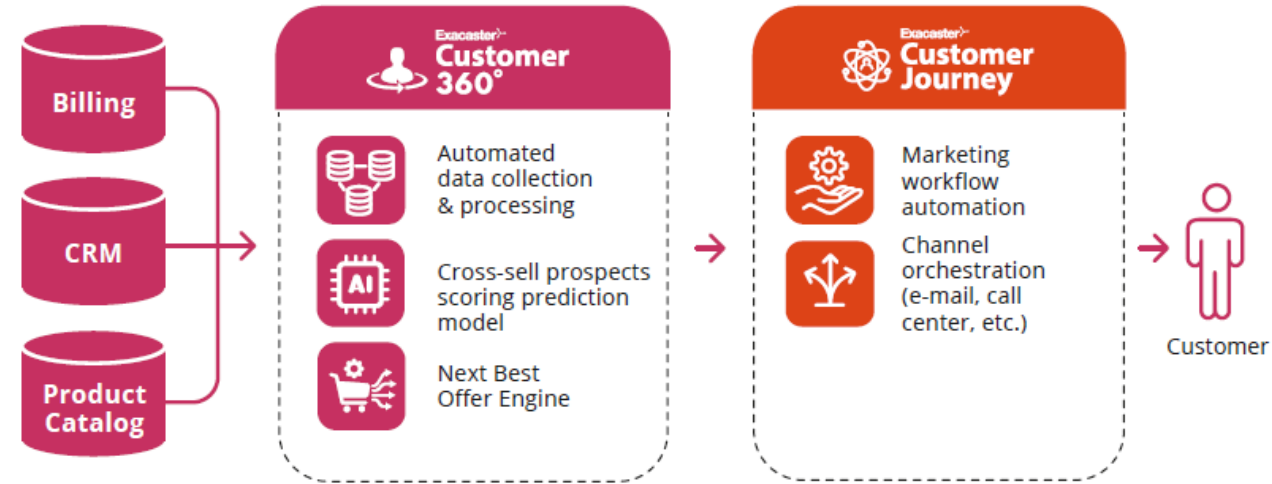
RECOMMENDED ENGAGEMENT

Engage customers with personalized recommendations through multiple communication channels

BENEFIT

Targeting the right set of users with personalized recommendations can significantly improve the effectiveness of upsell / cross-sell campaigns

End-to-end automation



Improve In-store Upsell / Cross-sell Rates with Personalized Recommendations

Improve the sales performance of frontline agents with personalized Next Best Offer (NBO) recommendations

TRIGGER

Customer visits store to pay bill, purchase device, etc.

RECOMMENDED ENGAGEMENT

Engage in-store visitors with relevant upgrades and additional services based on their consumption patterns, probability to churn and propensity to be upsold / cross-sold

BENEFIT

Personalized recommendations can significantly improve the sales performance of frontline agents and simplify engagement flows

End-to-end automation



Drive Sales in Digital Channels with Personalized Recommendations

Improve the customer experience in digital channels with personalized Next Best Offer (NBO) recommendations

TRIGGER

Customer browsed data packages in the mobile app, but did not purchase

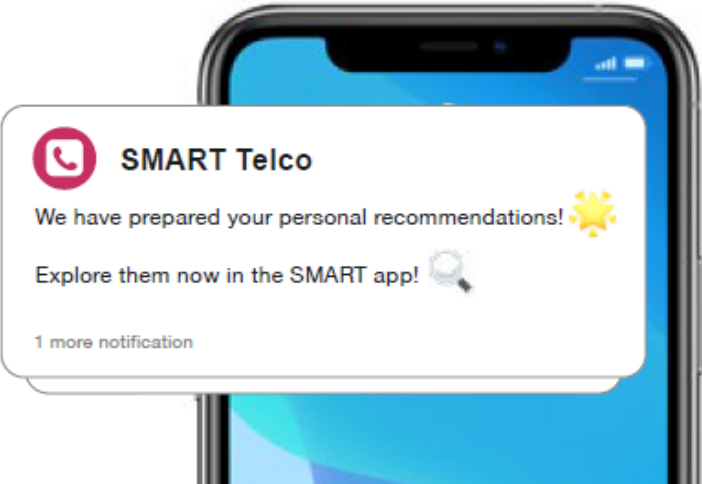
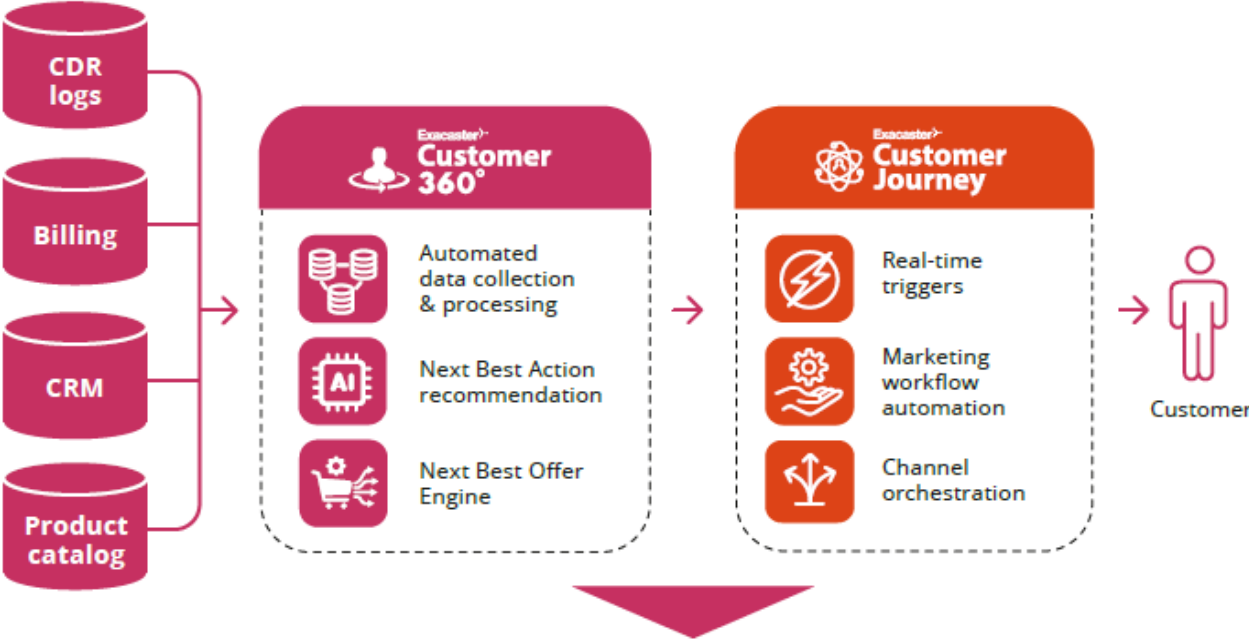
RECOMMENDED ENGAGEMENT

Personalize experience in the digital channels with next best offer recommendations

BENEFIT

Personalizing the experience in the digital channels can significantly improve conversion rates and overall customer experience

End-to-end automation



Proactively Retain Fixed Service Customers with AI-enabled Predictions

Identify and engage risky high-value fixed service customers at the right time

TRIGGER

Exacaster's predictive algorithm flags customer who are highly likely to churn based on signals in billing, network quality or other customer data

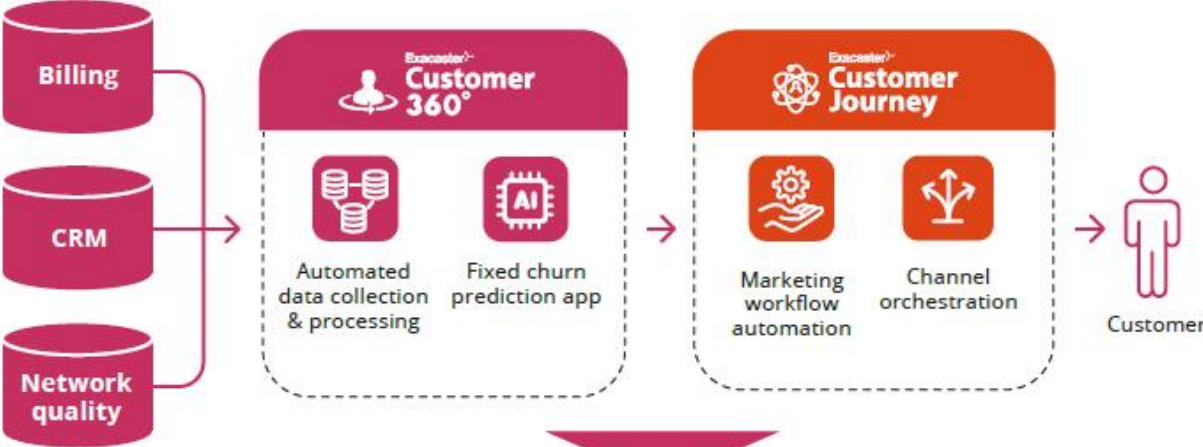
RECOMMENDED ENGAGEMENT

Engage flagged customers with a special retention offer to minimize friction with the customer

BENEFIT

Targeting the right set of users at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



Enable Proactive Customer Care with AI-enabled Predictions

Identify and engage customers facing network quality problems based on their likelihood to churn

TRIGGER

Exacaster's predictive algorithm flags customer who are highly likely to churn based on signals in network quality data

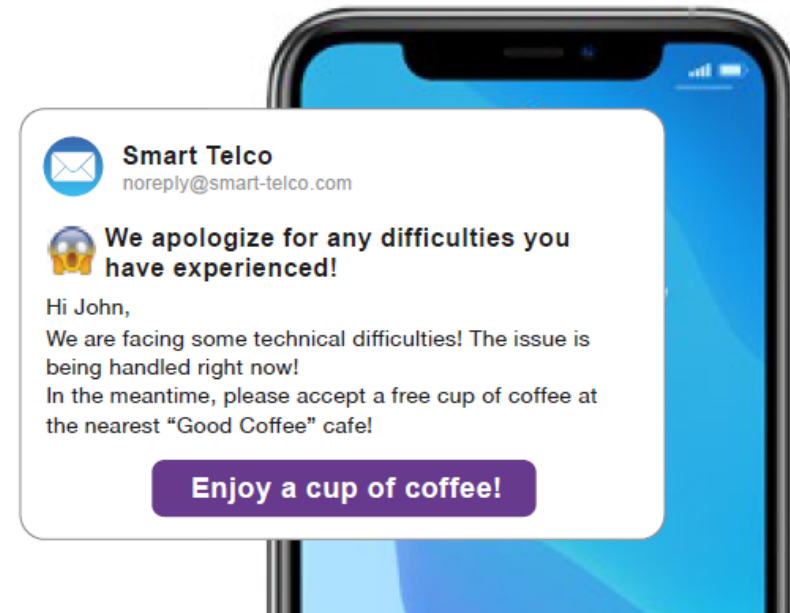
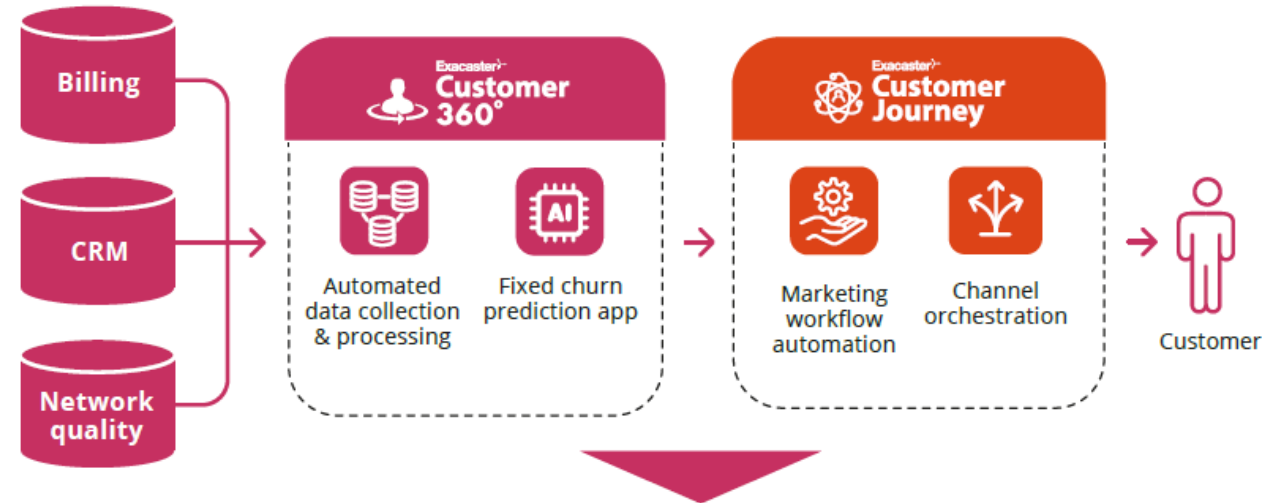
RECOMMENDED ENGAGEMENT

Engage flagged customers with free perks to minimize friction with the customer

BENEFIT

Targeting the right set of users at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



Improve the Customer Experience by Proactively Managing a Bill Shock

Proactively notify customers about bill changes to improve the customer experience

TRIGGER

The customer's promotion will end in the next 30 days

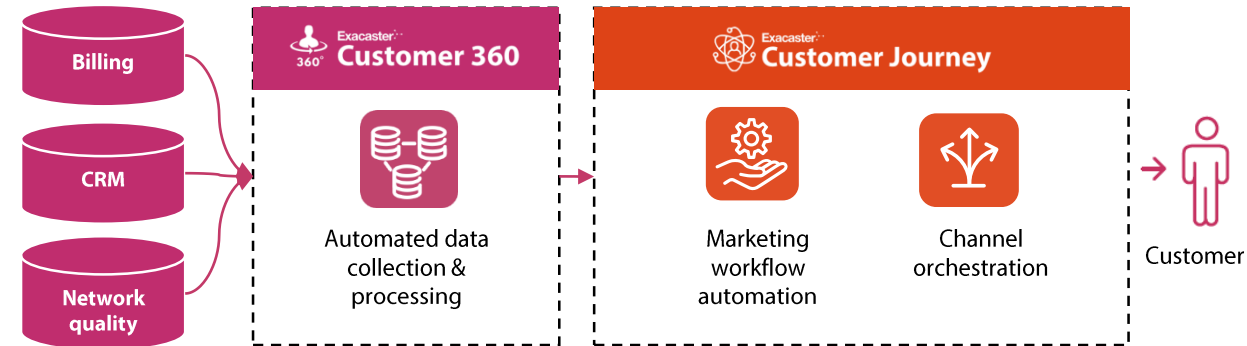
RECOMMENDED ENGAGEMENT

Inform flagged customers about the end of the promotion through multiple communication channels

BENEFIT

Proactively informing customers about their bill changes can significantly reduce churn.

End-to-end automation



MESSAGES

12m ago

YOUR ACTIVATION PROMO ENDING SOON!

Your mobile plan activation promo will be ending in 30 days! We want to inform you that next month's invoice will include a charge for the SMART TV+ plan without the \$10 discount. Details: <http://bit.ly/activationpromo>

Grow Customer Lifetime Value with Proactive Contract Prolongation

Engage customers at the right time to grow their value

TRIGGER

Customer's contract will end in the next 30 days

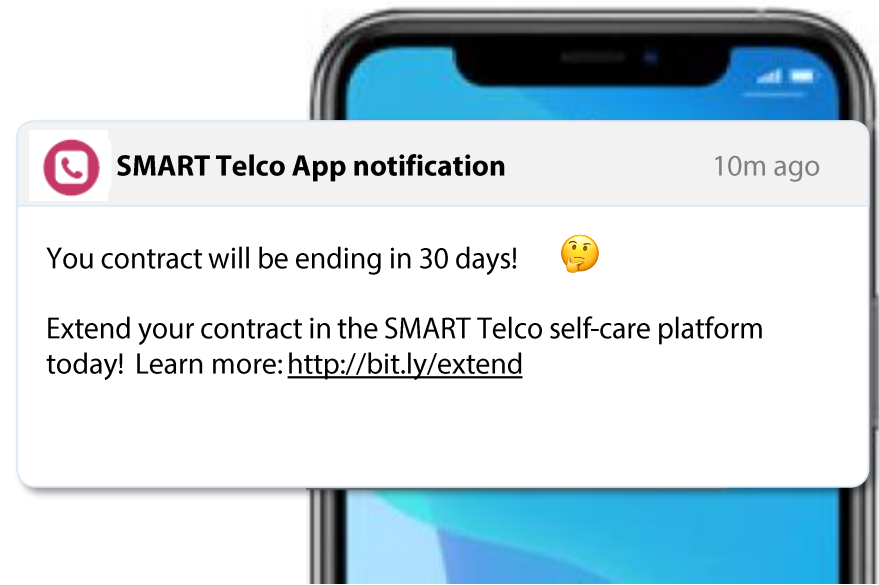
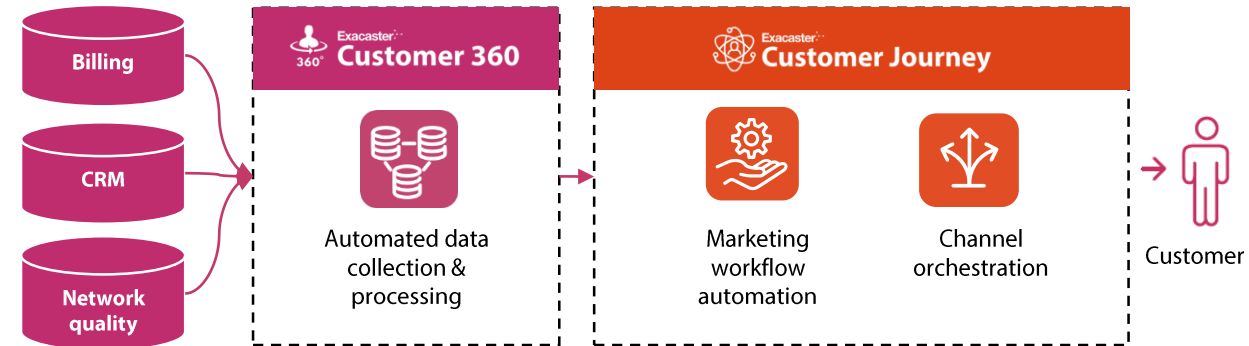
RECOMMENDED ENGAGEMENT

Inform flagged customers about their ending contract and how they can extend it

BENEFIT

Proactively informing customers about their ending contract can significantly reduce contract prolongation costs and grow customer lifetime value

End-to-end automation





4. ENGAGING QUADRO-PLAY SERVICE CUSTOMERS

HOUSEHOLD LIFECYCLE

Identify households by linking customer, service and device IDs throughout IT systems to enhance customer understanding and targeting

Identify cross-sell opportunities based on shared services in the household
to grow household LTV

Identify upsell opportunities in the household and send personalized offers (Next Best Offer)
to grow household ARPU

Proactively identify and retain risky high-value households with AI-enabled predictions
to reduce churn

Household
Identification

Convergent
Cross-sell

Household
Upsell

Household
Retention

Enable Convergent Cross-sell from a Household Perspective

Identify cross-sell opportunities with better customer understanding from a household perspective

TRIGGER

The household identification algorithm flags households which only have fixed services

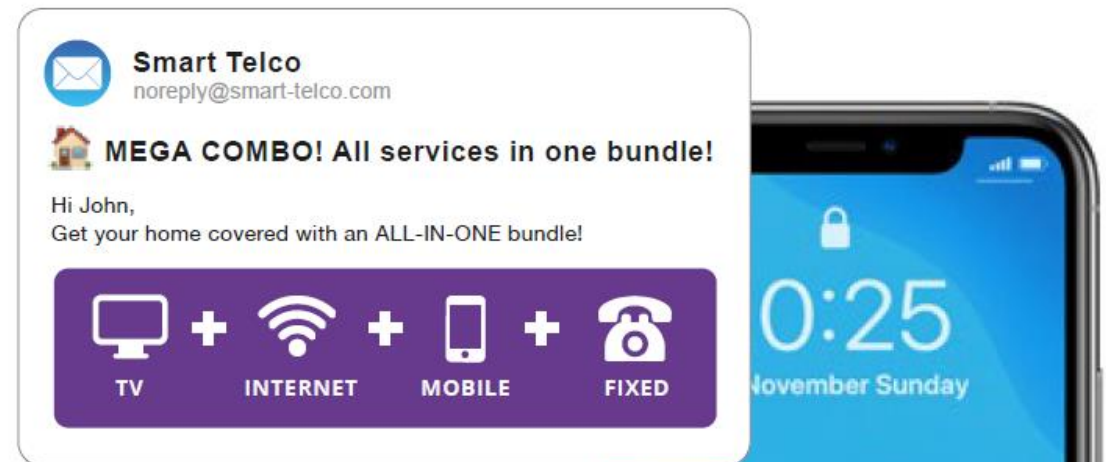
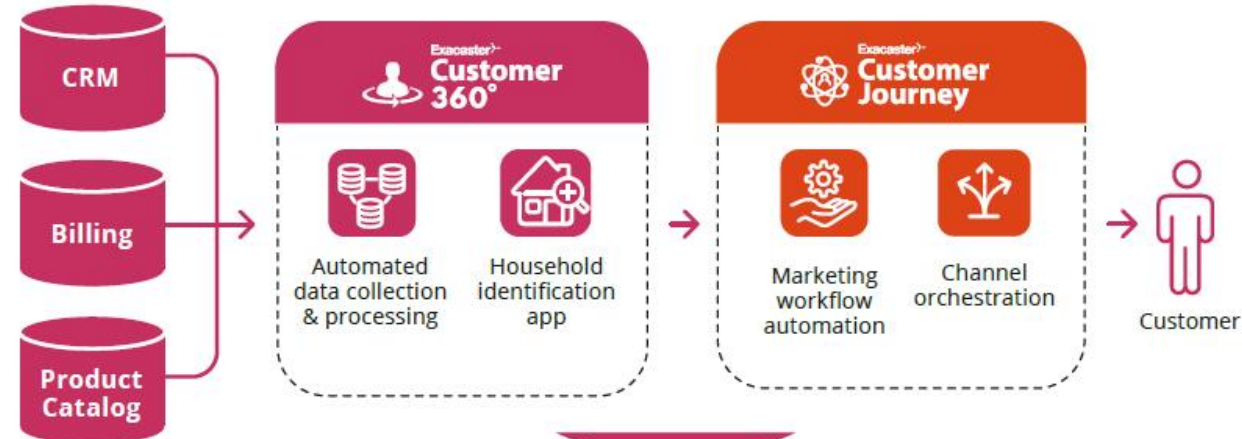
RECOMMENDED ENGAGEMENT

Engage flagged households with an ALL-IN-ONE bundle

BENEFIT

Cross-selling services from a household perspective can significantly improve the effectiveness of marketing campaigns and grow overall household LTV

End-to-end automation



Upsell Households with Personalized Recommendations

Identify upsell opportunities in the household and send personalized offers (Next Best Offer) to grow household ARPU

TRIGGER

A customer in the household recently purchased a new mobile device without an insurance package

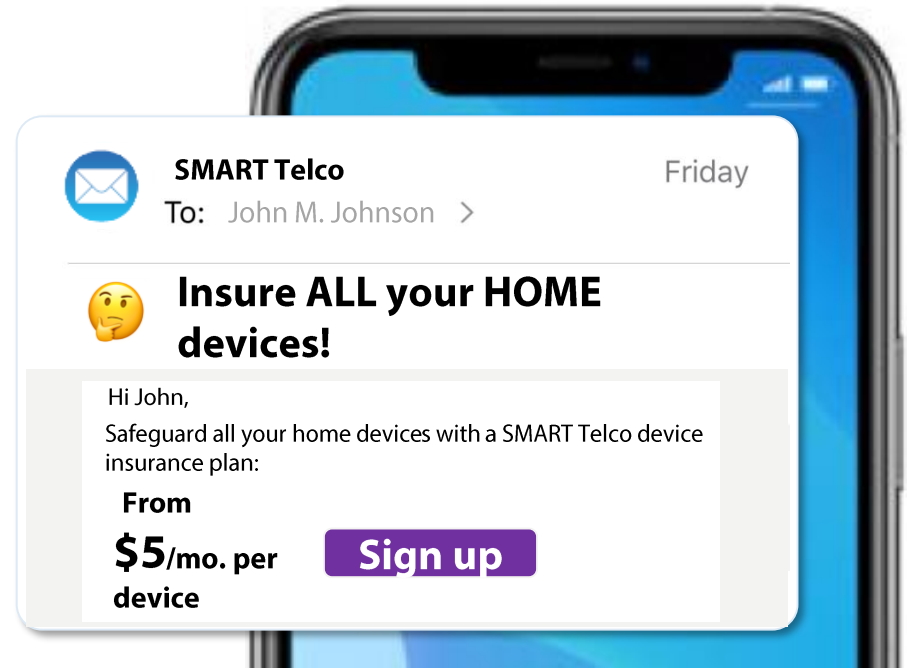
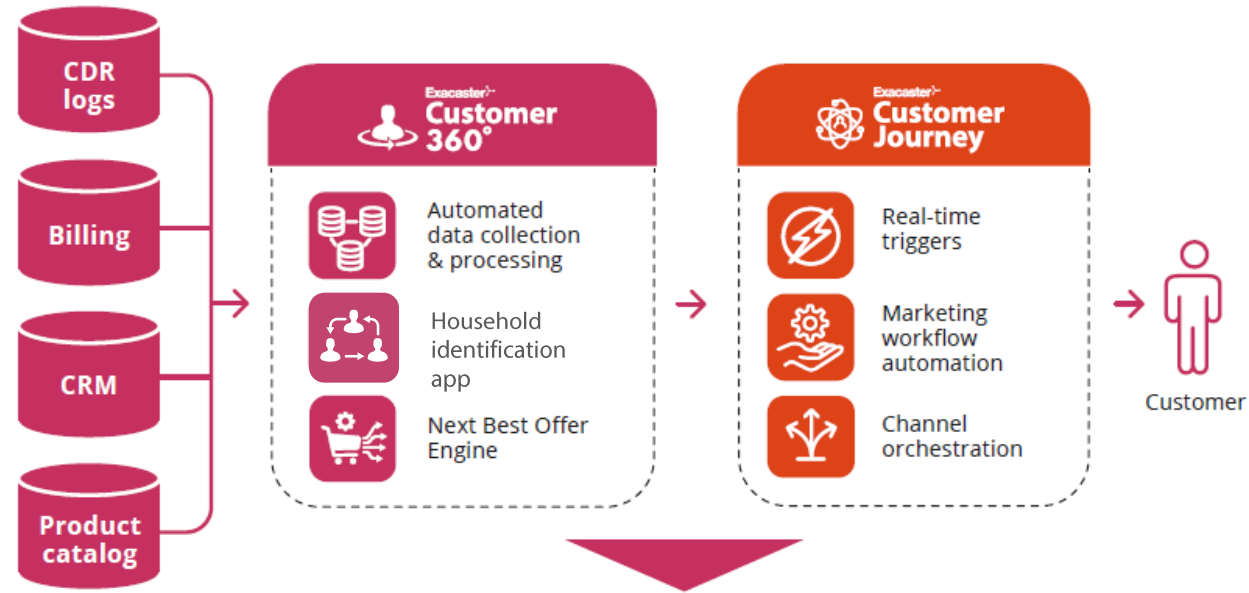
RECOMMENDED ENGAGEMENT

Engage customers with personalized recommendations through multiple communication channels

BENEFIT

Targeting the right set of users from a household perspective can significantly improve the effectiveness of upsell campaigns

End-to-end automation



Proactively Retain Customers from a Household Perspective

Proactively identify and retain risky high-value households with AI-enabled predictions to reduce churn

TRIGGER

Exacaster's predictive algorithm flags households who are highly likely to churn based on signals in billing, network quality or other customer data

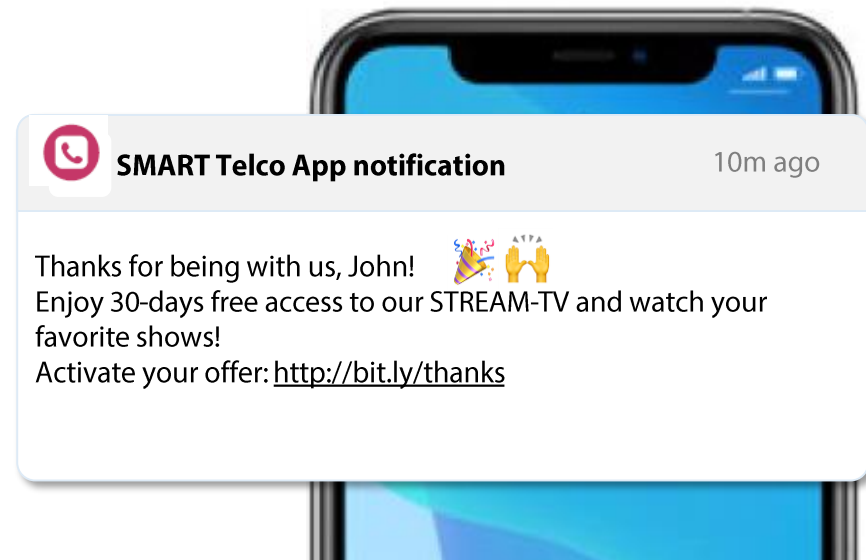
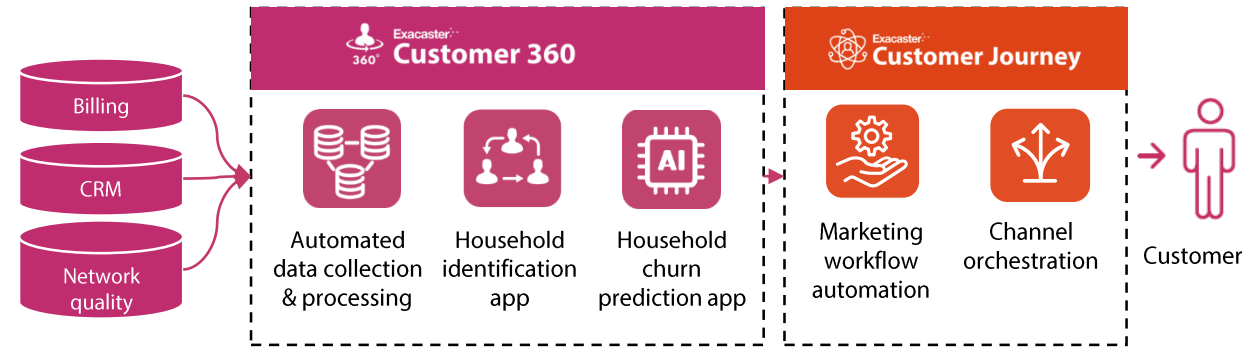
RECOMMENDED ENGAGEMENT

Engage customers in a flagged household with a special retention offer to minimize friction

BENEFIT

Targeting customers in the household at the right time can increase the chance of retaining them and extend their CLTV

End-to-end automation



NEXT STEPS

In this playbook we have covered a few key examples how AI-powered personalized experiences can improve customer value for telecommunication service providers.

Let us guide you through this process towards next-generation customer value management for your business.



We reach 40 000 000 customers
in 3 continents daily

Exacaster
trusted partner for

TELE2



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THE DIGITAL LIFESTYLE

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VIVACOM

24x7 SUPPORT • STRICT COMPLIANCE • INFRASTRUCTURE AGNOSTIC



Streamline value management through the entire customer lifecycle with AI-powered marketing automation platforms



Exacaster

Customer 360

Customer Data Platform
for Telecoms



Exacaster

Customer Journey

Marketing Automation Platform



Automate customer data collection and cleaning



Unify customer profiles from a subscription, client and household perspective



Get insights about your customers by tracking 1000s of telco specific KPIs



Reduce time to market with out-of-the-box use cases: churn management, up-sell, household identification, etc.



Build personalized customer journeys across all channels



Handle a high volume of messages in real time



Native integrations with typical telco channels: SMS center, email, call center, etc.



Measure the impact of your efforts with out-of-the-box campaign reports

Make every customer experience valuable!



[BOOK A DEMO](#)

Need further assistance? [Contact us on exacaster.com](https://www.exacaster.com)