



Next Best Offer Solution

**Pushes ARPU Uplift  
by 225%**

In the Mature Postpaid  
Market

– Customer Value Management  
Case Study



## Next-Generation Automation & Analytics



APPLY  
DATA-DRIVEN  
STRATEGY



TARGET  
CUSTOMERS WITH  
TAILORED OFFERS



INCREASE  
CUSTOMER  
LIFETIME VALUE



GAIN  
INCREMENTAL  
REVENUE GROWTH



## THE CLIENT

*Telia Lietuva* is a leading mobile operator in Lithuania that offers the best coverage and high-speed network on the market. The company provides a wide range of telecommunication and IT services: mobile, fixed & broadband internet, TV & entertainment, smart devices, IT security, and more. Recently, Telia has become the first mobile operator in Lithuania to introduce 5G network stations.



## BUSINESS ENVIRONMENT

Three strong telco players compete intensely to maintain their positions in the saturated market. Both revenue and profitability are under strong pressure.



## THE NEED

The company's staff used to execute the Next Best Offer (NBO) process manually. The Client expressed the need for a fully automated offer assignment process to help sell mobile rate plans to its 600K+ postpaid subscribers.



## THE OBJECTIVES

- Automate and optimize upsell strategy & retention activities
- Provide all front office sales agents with offers tailored to each customer based on their service usage
- Actively and continuously communicate with the entire postpaid customer base
- Improve the control over the offering process across sales channels
- Steer the whole NBO process and sales force to the same ARPU maximization strategy



## THE SOLUTION

The NBO solution is based on a data-driven strategy. Full scope automation calculates and assigns the next best plan(s) for each subscriber. The goal is to meet both customer needs and business KPIs.

Automatically generated offers are then provided to call center and retail stores. Depending on the situation, each agent decides which personalized offer to propose to an individual subscriber or an account.

Retention and upsell actions are implemented to the entire customer base. Sales strategies vary across segments based on customer lifecycle, service and mobile device usage habits.

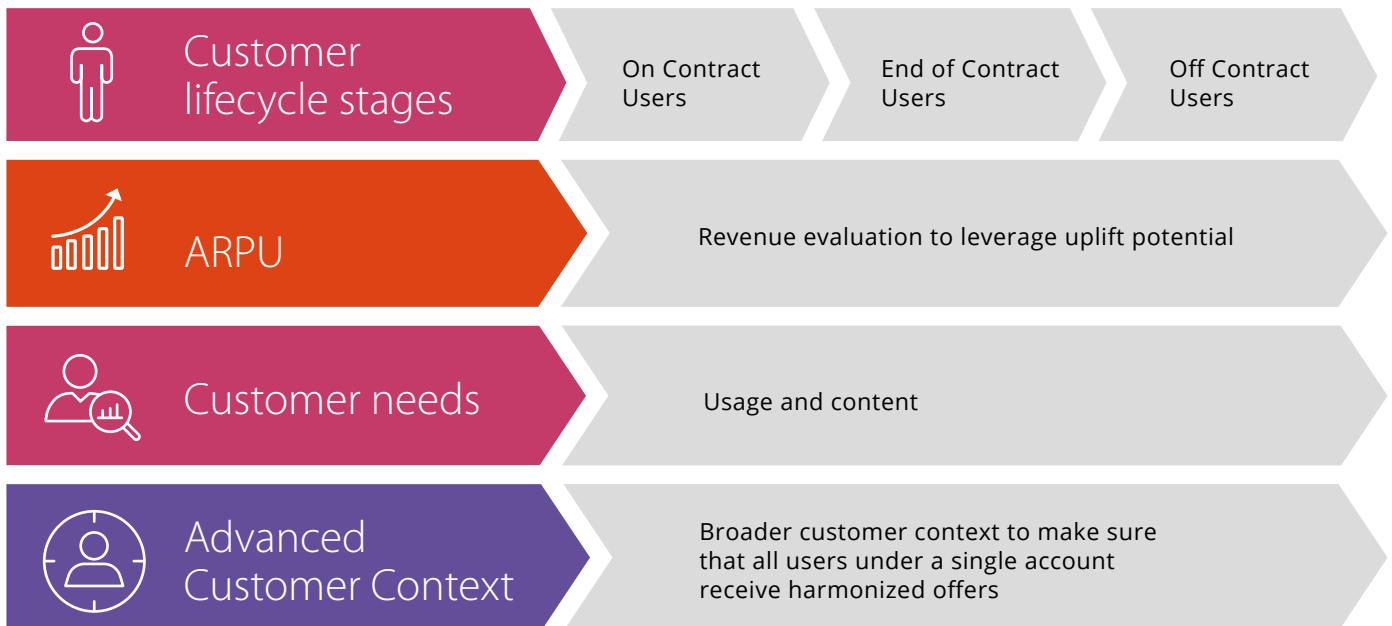
Micro-segmentation allows the Client to apply different strategies for each segment. At the same time, business users can easily control and modify all parameters.

Additionally, after reviewing the existing offer catalog, we have provided the Client with recommendations for further optimization.

The NBO solution was built by Exacaster over a 6-month period in 2020-2021.

The full NBO solution was launched in 3 months and deployed on AWS Cloud stack.

## NBO recommendations take into account all necessary customer context to deliver truly personalized offering





## COMMERCIAL RESULTS

generated by a 6-month duration  
NBO initiative



**850K EUR** of customer contract value  
increase per year



**ARPU uplift** in the NBO group, compared to  
customers who converted to regular offers:

↑ **28%** for end-of-contract subscribers

↑ **225%** for off-contract subscribers

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Telia Lietuva **benefits from a fully automated NBO process** which brings significantly **better quality, usability and reporting** than ever before. NBO enabled us to **slow data inflation and gave clear guidance to our front office teams**. This unlocks the potential for further automation in our ongoing journey of improving **Customer Value Management**.

Vaidotas Juknys

Head of Customer Value Management Team at Telia

## OTHER KEY OUTCOMES

<b>Offer quality</b>	97% of the client base is covered with personalized & tailored recommendations. Product offers are harmonized on the account level – no more discrepancies or conflicting offers.
<b>Revenue maximization</b>	Offers are prioritized based on their upsell potential to maximize ARPU.
<b>Automation benefits</b>	50x less time is spent on offer calculation and assignment (20 min instead of 2 days per month). Error risk is minimized due to the elimination of manual work. Offer assignment summary is regularly delivered to the Client.
<b>Flexibility</b>	The Client can control business rules for each micro-segment and service type.

# Why Exacaster

**Top Performance NBO is a software application that boosts ARPU and improves customer experience**

**It provides tools to:**

- Identify gaps in the price plan portfolio.
- Tailor the right offer for every customer.
- Focus the sales channel on the most relevant offers.
- React instantly based on feedback from subscribers or sales agents.
- Monitor the business impact of the recommendations.



## Top Performance NBO

Contact us today and book a **demo of NBO app!**

[www.exacaster.com](http://www.exacaster.com)

## ABOUT US

Exacaster helps telecoms improve the Customer Value Management process and achieve superior growth by making more decisions **data-driven and focused on delivering great customer experiences**

