



Next Best Offer Solution
**Drives 2.5x Higher
ARPU Uplift and
Brings 183% ROI**

– A Case Study



Next-Generation Automation & Analytics



TARGET
CUSTOMERS AT THE
RIGHT TIME BASED
ON THEIR CONTEXT



OFFER
TAILORED
POSTPAID
PLANS



INCREASE
CUSTOMER
LIFETIME
VALUE



GAIN
INCREMENTAL
REVENUE
GROWTH



THE CLIENT



Vivacom is a leading communications service provider in Bulgaria that delivers high-quality telecommunication services to more than 4 million customers throughout the country. Vivacom's mobile network was found to be the fastest in Europe in 2020¹.



BUSINESS ENVIRONMENT

Local competition is fierce. Strong telco players fight intensively to maintain their positions in the mature market, where service penetration is high. It is essential to retain existing customers.



THE NEED

Before automation, the Next Best Offer (NBO) process was executed manually. Understandably, this was time-consuming and relied a lot on the assumptions of customer base managers.

The execution of timely and actionable reporting was limited due to the manual work it required.

Targeted improvements were very difficult to achieve as there were no A/B testing capabilities in place. Vivacom was looking for an innovative and automated NBO solution to guide its customers to more relevant and higher-priced plans that would generate better business outcomes.



THE OBJECTIVES

- **To increase ARPU**
To reach more postpaid mobile service users with highly targeted and customized recommendations. Leading to more accurate offerings and higher-value purchases.
- **To reduce operational costs**
To implement a fully automated recommendation process to minimize the manual efforts driving the end-to-end offering process.
- **To enable data-driven decision making**
To implement in-depth reporting to ensure continuous and accurate tracking of NBO campaign results. Leading to timely and justified business decisions.
- **To execute customer-centric omnichannel strategy**
To improve customer experience by delivering more relevant offers, while being consistent across many sales channels.



THE SOLUTION

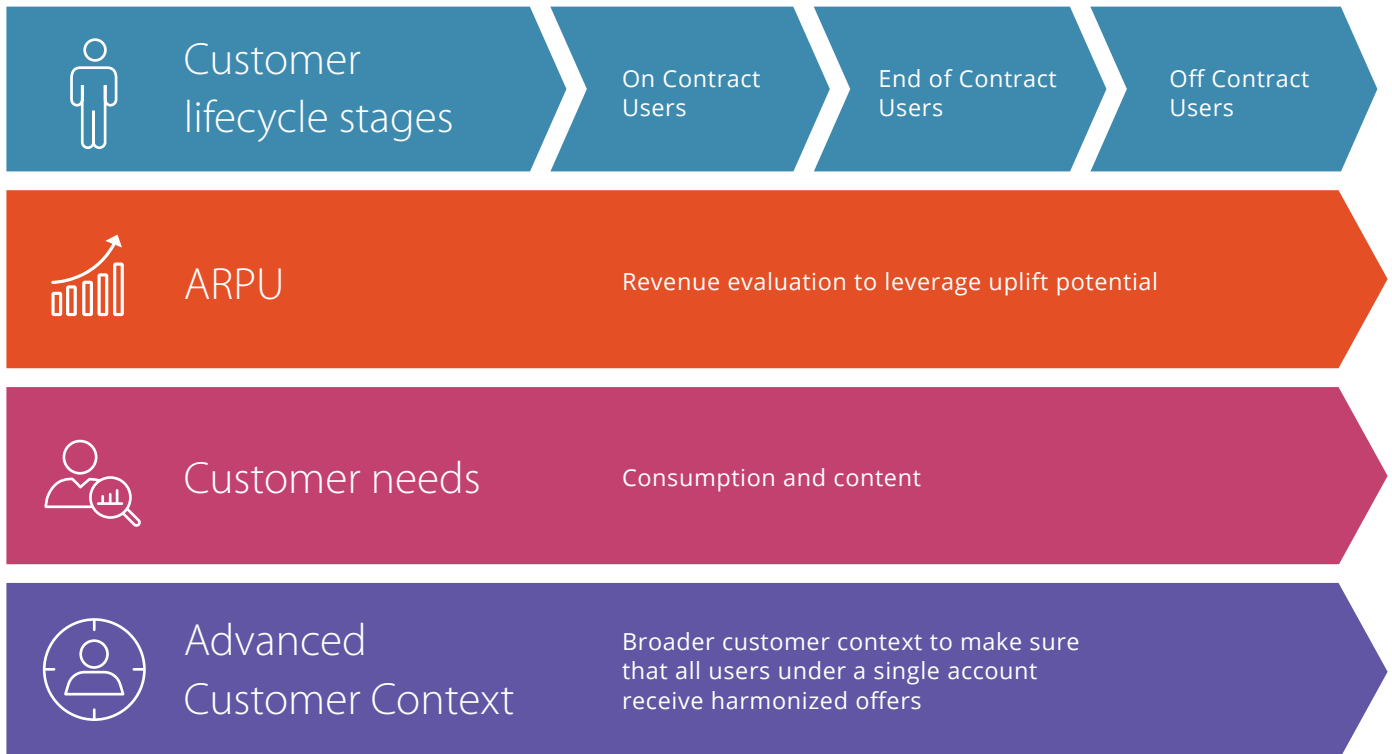
The client has built an NBO process and automated it using Exacaster technology. The solution generates and assigns individual daily recommendations for a specified group of mobile subscriptions.

Personalized offers are automatically sent via multiple channels: e-commerce, POS, telemarketing, push notifications, SMS, email, etc.

Different personalization strategies have been applied based on the customer lifecycle, individual consumption & content needs, and customer context.

The NBO engine dynamically adjusts to changes in the offer bank by generating tailored recommendations daily. The solution is complemented by detailed reporting for impact analysis.

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





RESULTS

Due to fierce local competition and aggressive price wars, the price per resource in the country was very low. Therefore, the business objective to grow customer ARPU, while making sure there was little to none price per resource depreciation, was executed successfully. Process automation and offer personalization resulted in ARPU growth across all customer segments and delivered the following tangible business outcomes.



2.5 higher average
ARPU uplift for
renewed contracts



183% return on
investment



18,000+ work hours saved
per year due to automation
- which translates to
10 full-time employees
capacity



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NBO automation minimized the risk of human mistakes and saved enormous amounts of time for our customer base managers. **Giving relevant recommendations to the customers across all touchpoints** improved offer acceptance rates and clearly made our retention campaigns more successful.

Elina Petrova

Customer Experience Director
at VIVACOM

Why Exacaster

Top Performance NBO is a software application that maximizes value for customer and telco. It provides tools to:

- Identify gaps in the price plan portfolio.
- Recommend every customer the right offer.
- Focus the sales channel on the most relevant offers.
- Monitor business impact of the recommendations.

Contact us today
and book
NBO App demo!

www.exacaster.com



ABOUT US

Exacaster helps telcos achieve superior revenue growth and profit by making more decisions **data driven and focused on delivering great customer experiences**

