Exacaster

Leading US MVNO builds **award winning customer retention program** powered by AWS

Telco Data Analytics & AI
AWARDS
Most Effective Use of AI & ML Technology
WINNER

Customer Retention Solution

Next generation predictive analytics
Are they for you?

PREDICT CUSTOMER CHURN

TARGET THE MOST RISKY CUSTOMERS

USE TAILORED OFFERS TO ADDRESS CUSTOMER NEEDS

BUILD CUSTOMER LOYALTY

Case Study

THE CLIENT

Ultra Mobile Inc. is an innovative mobile virtual network operator, performing under the 4G LTE network of a major telecommunications company in the USA. Ultra Mobile is there to meet the needs of an estimated 40 million foreign nationals living in the US - providing them with convenient and cost-effective mobile services.

THE NEED

The client had been experiencing rapid growth in specific areas of its prepaid business, but this was accompanied by a relatively high churn amongst new subscribers.
Client needed to reduce the churn rate in its highest risk target customers by improving retention program and increasing customer loyalty.

THE OBJECTIVES

• To provide an automated solution for accurately identifying new customers with the highest churn propensity.

• To reduce the churn rate at reasonable cost with personalized retention campaigns for the most risky customers.

THE SOLUTION

Identify risky customers

Exacaster's automated, AI-driven propensity model for churn prediction was used to precisely select high risk customers. The solution was deployed on AWS Cloud stack.

We targeted those most at risk to churn. This constituted 8% of new customers who subscribed to prepaid plans.

Proactively reach out and address customer concerns

• We contacted individual customers well before their prepaid plans were due to expire. The frequency of communication was personalized in each case to achieve the best result.

• The targeted customers were offered two different loyalty packages. Follow-up analysis of behavioral patterns across these two categories provided valuable insights for tuning up campaigns.

• The process was fully automated, with no human intervention required.

NEW PREPAID SUBSCRIBERS

PRECISE SELECTION OF TARGET GROUP

THE MOST RISKY CUSTOMERS

OFFER 1

SMS & EMAIL

OFFER 2

AI DRIVEN CHURN PREDICTION MODEL

INDIVIDUALIZED RETENTION CAMPAIGNS

Business results

Churn rate reduction

In the **highest risk new subscribers** of prepaid plans

Before the retention campaign was launched, only 32% of new prepaid subscribers classified as 'high risk' renewed their plans. The company was struggling with a high churn rate of 68%.

As a result of our campaign, the company's churn rate has decreased significantly. Half of all subscribers who received personal offers purchased new mobile plans and were retained as customers.

68 %

50 %

Before campaign   **After campaign**
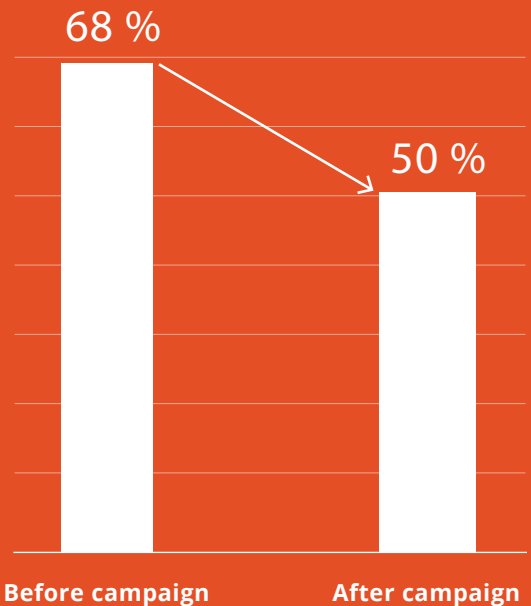
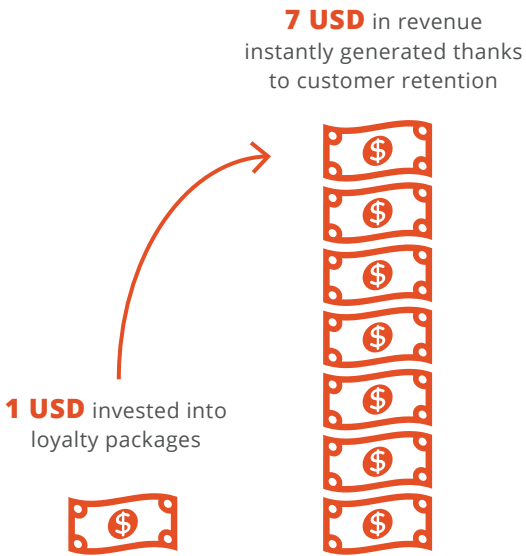## Customers chose higher value plans

90% of the targeted subscribers that were retained purchased prepaid plans with longer durations. This constituted an outstanding result considering the majority of these customers only signed up to short term plans when they first subscribed with the company.

Low sensitivity to discount level

Offer tests showed there was no significant difference between customers targeted with different levels of discount.

Retention campaign instantly paid back

The costs of the retention offering were very modest compared to the total revenue generated from new subscriptions by high risk customers.

7 USD in revenue instantly generated thanks to customer retention

1 USD invested into loyalty packages

Why Exacaster

Customer retention solution was created using the building blocks of our **Customer Data Platform**. 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

CUSTOMER DATA PLATFORM

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

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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

Contact us

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