Exacaster

Next Best Action

Increasing service sales from 1.9 to 3.5
per contact
at Telco outlets

CVM Case Study:

How to improve customer experience?
Solution in 90 days!

Case Study

THE CLIENT

A leading mobile network provider in Scandinavia and North European countries. It operates in the field of mobile and fixed communications, it is an Internet service provider, television operator, and retailer.

SITUATION

The client experienced a steady flow of customers interacting with their agents, yet they encountered a persistent challenge of low service sales rates. Recognizing the untapped potential within these customer interactions, the client sought to leverage cross-selling opportunities to maximize revenue generation. To achieve this, they decided on a strategic initiative to compile a comprehensive portfolio of cross-sell offers tailored to their diverse customer base.

THE NEED

The client recognized the importance of seamless integration with their existing systems and workflows. Therefore, they needed a user-friendly interface to streamline the process of accessing and presenting cross-sell offers to agents. This integration not only facilitates smoother interactions but also empowers agents with the necessary tools and information to effectively cross-sell to customers.

For example, if a customer currently only has one voice service, the agent should easily present options for additional services based on the customer's existing subscriptions and past responses to offers, such as a second voice SIM card, Mobile Broadband (MBB), Internet security, and TV services.

THE OBJECTIVES

The main goal was to enable Telco agents to offer relevant services aligned with the overall business strategy. To achieve this, the objectives were:

- Automate Next Best Action solution to suggest the most relevant services for each customer, set personalized priorities, and dynamically update based on user responses to offers, whether accepted or rejected.

- Integrate with the agent's existing systems to optimize operational workflow and ensure a smooth customer experience.

- Increase sales revenue in the assisted channels and the number of services per customer.

THE SOLUTION

The implementation of Next Best Action (NBA) strategies through the Exacaster 360 platform ensures seamless integration with sales tools, making NBA results immediately accessible for communication. This solution leverages the Exacaster 360 platform's capability to integrate data as inputs, prepare it for generating recommendations, establish recommendation strategies, and prioritize them according to business requirements.

Exacaster's suite of tools are self-service products designed to empower clients, enabling them to manage future changes autonomously. This approach enhances process transparency by providing clear visibility into target definitions, offer assignment rules, and priorities. It also enables the review of recommendation quality performance, including the target base, the share of customers with assigned offers, the most popular assigned offers, and the expected customer experience upon seeing an offer.

Furthermore, Exacaster's NBO (Next Best Offer) application delivers daily key performance indicators (KPIs), such as conversion tracking and revenue uplifts. All information, recommendations, and strategies are presented in user-friendly apps. This design assists telecommunications companies in managing complex processes without the need for extensive technical knowledge.

End-to-end recommendations configuration within Exacaster Customer 360

Solution design — **Data preparation** — **Next Best Action/Offer** — **API & Integrations** — **Reporting**

Case Study

COMMERCIAL RESULTS

NBA conversion reached approximately 14%, indicating that 14% of customers who received these suggestions ended up making a purchase. Among those who made purchases based on the recommended offers, the average number of owned services increased significantly, from 1.9 to 3.5 per contact. This represents a remarkable 80% increase in the average number of services per customer. Additionally, the change in Average Revenue Per User (ARPU) reached approximately 38%

80% INCREASE OF OWNED SERVICES
in the average number

38% ARPU UPLIFT
of the subscribers who ARPU did purchase recommended offers.

90 CALENDAR DAYS
to go live

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

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**

Exacaster