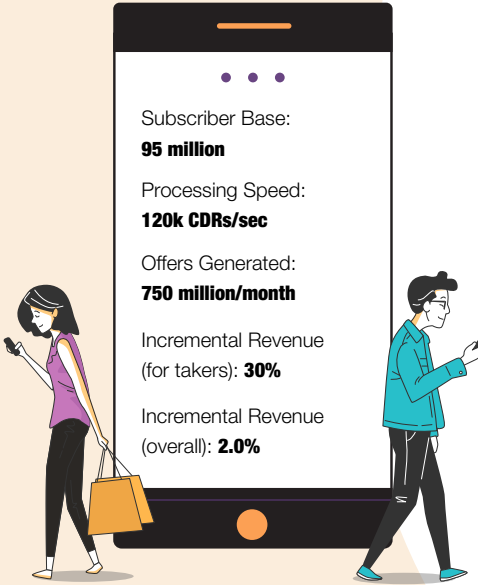


CASE STUDY

mViva Contextual Campaign Management Solution

Market Leader Migrates Legacy Systems to Contextual Marketing Platform to Drive Real-time Results through Dynamic Campaigns

Summary



Subscriber Base:
95 million

Processing Speed:
120k CDRs/sec

Offers Generated:
750 million/month

Incremental Revenue
(for takers): **30%**

Incremental Revenue
(overall): **2.0%**

There was an imminent need for the client to replace the redundant legacy systems with a Contextual Marketing platform which supports an integrated approach to campaigning in the digital era. More importantly, the Telco needed a solution with high stability and offered and support for dynamic and automated platform for Campaign Managers to drive real-time, result oriented campaigns.

Pelatro's first task was to study the existing flow, untangle the complexity and implement a solution capable of handling high loads. Pelatro also worked closely with the client to incorporate techniques to manage CRs for incrementally adding new features to the product.

4 years since the inception, multiple teams at the client use **mViva Contextual Campaign Management** to design and drive hundreds of campaigns for both **subscribers and retailers** with tangible revenue impact.

Background

Incorporated in 1996, the client is the largest telecom company in Bangladesh by revenue, coverage and subscriber base. The company is jointly operated by **Telenor Mobile Communications AS** and **Grameen Telecom**. It primarily offers Mobile Telephony including 4G/LTE with a coverage of more than 99% of the country's population.

Business Challenges

Prior to **mViva**, the client relied on an in-house legacy system consisting of 5-6 platforms to drive marketing campaigns.



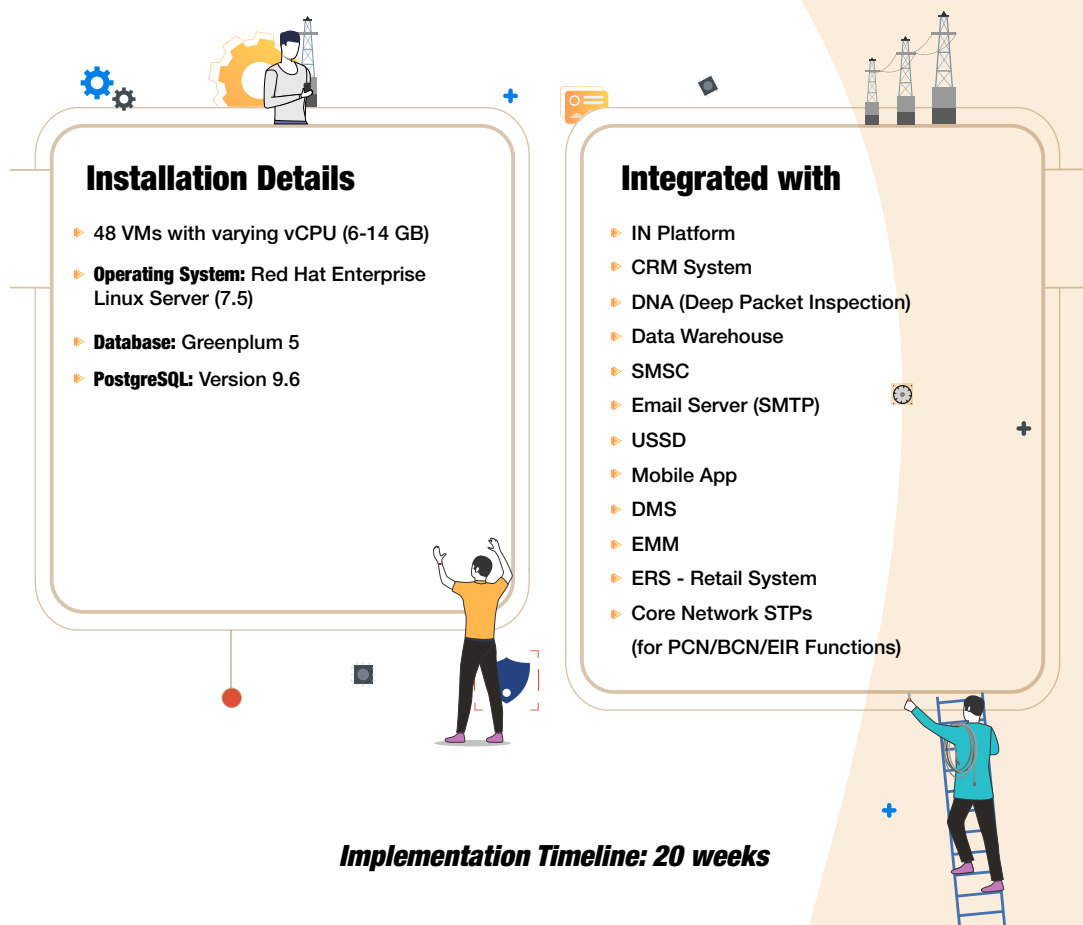
Considering the legacy platforms (at work), hardware issues and the need for incremental implementation (including adding new features), the implementation phase was a difficult puzzle to solve. The expectation was to replace legacy systems with a common CMS to automate processes and reduce manual work.

The idea was to build a comprehensive system which was efficient, dynamic and capable of sending out offers in real-time to a very large subscriber base.

Deployment & Solutioning

Pelatro implemented the **mViva Contextual Campaign Management Solution** at the client's site with an end-to-end process consisting of:

-> Solution designing and integration planning
-> Adapter configuration and testing
-> Hardware, operating system and database configuration
-> Installation of mViva software
-> Campaign planning, configuration and UAT



»» Business Impact »»

When Pelatro came onboard, the quantum of use cases was substantially high and there was a need to validate and simplify the logic to handle **IN dedicated accounts**. Immediately after “Go Live”, Pelatro came up with a mechanism to precisely formulate requirements for incremental addition of new features and align them to plan upgrade releases.

Today, the client has a full-fledged and fully functional Contextual Marketing platform to actively drive 350-400 campaigns (customer + retailer combined) per month across multiple channels - **SMS, USSD, Email and Mobile App**. In addition, the custom-built API by Pelatro is used across the eco-system.

»» About Pelatro »»

Founded by experienced telecom industry leaders, Pelatro offers multiple solutions in the **Customer Engagement Hub**. Known for its innovative solutions for telecom marketers, Pelatro has created a distinct identity for itself on the grounds of proven business results, stability, and scalability. Pelatro offers contextual, targeted campaigning, and loyalty management with omni-channel customer experience, based on extensive AI/ML capabilities resulting in improved Customer Lifetime Value.

The company is headquartered in the **United Kingdom** and has operations in many countries including **US, Singapore, Russia, India and Philippines**.

