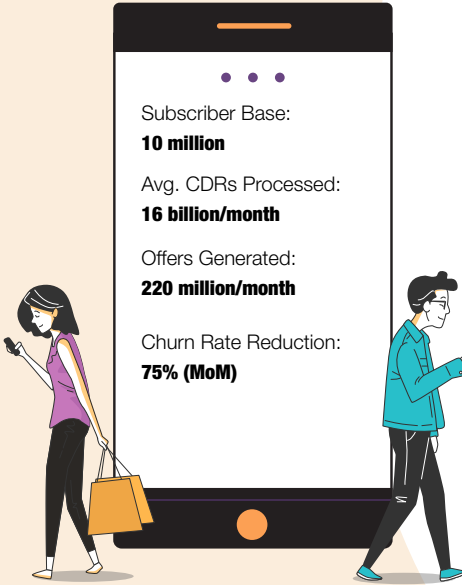


CASE STUDY

mViva Contextual Campaign Management Solution

Pelatro Partners with a Leading Telco to Setup and Drive Campaign Management Resulting in 75% Churn Reduction

Summary



Subscriber Base:
10 million

Avg. CDRs Processed:
16 billion/month

Offers Generated:
220 million/month

Churn Rate Reduction:
75% (MoM)

Reeling under high churn rates, the client sought a comprehensive solution for managing CLV and to create a contextual approach to CX. They did not have prior experience in running marketing campaigns on an automated platform. Pelatro was tasked to develop a Campaign Management practice from scratch which included implementation, integration, business consulting, resource management, training, and handover.

Pelatro partnered with the client under challenging business conditions and successfully implemented the solution. Post “Go-live”, Pelatro crafted the campaign strategy, designed campaigns, set up processes, ran the campaigns, monitored the performance, and streamlined all the activities over a 12-month period.

During that period when Pelatro handled both Business Consulting and Business Operations, the telco’s personnel were trained extensively. Operations were handed over to the latter at the end of 12 months. Within 3 months of going live, consequent to the contextual campaigns designed and run by Pelatro, the “Churn Rate” came down by 75% (Month on Month).

Today, the client manages campaigns independently on the **mViva Contextual Campaign Management Solution** generating **220 million+** offers monthly, marking a successful **Build-Operate-Transfer** engagement.

Background

The client is a leading telecom operator in Kazakhstan serving over 10 million subscribers. The company is a joint venture between **Tele2** (fastest growing telco in Europe) and **Kazakhtelecom**. It offers **Mobile Telephony** and **Broadband** including 3G and 4G services.

Business Challenges

This was the **first time the telco was setting up** end-to-end contextual marketing after years of driving marketing campaigns manually.



Faced with high business expectations, limited IT support, and inefficient technical methodologies, Pelatro was **commissioned to set up** all the processes and tools required to effectively handle campaign management.

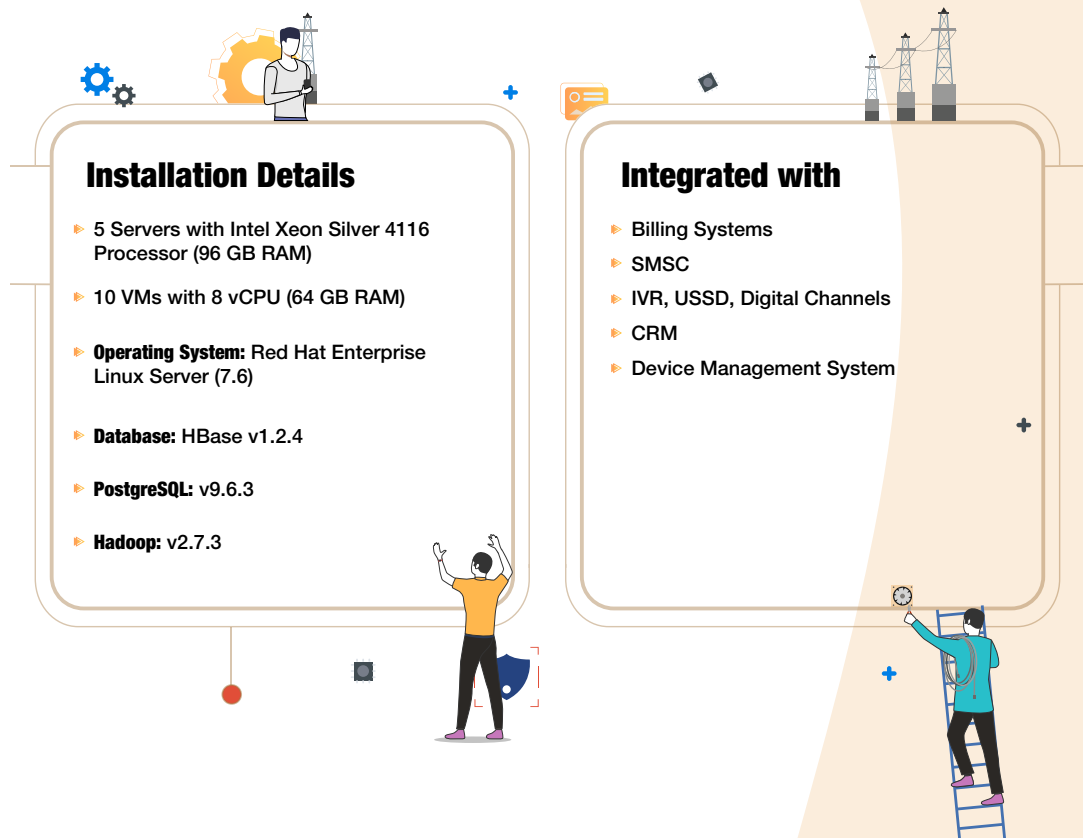
The transition of the complete system was done to a new team over a year by setting up strong and effective processes and resources by optimising resources.

During this process, Pelatro was involved in deep campaign consultancy, analytics, recruitment, and training.

»» 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 building and testing**
-> **Hardware, operating system and database configuration**
-> **Installation of mViva software**
-> **Campaign planning, configuration and UAT**
-> **Recruiting and training the CBM team**
-> **Setting up business processes in the CBM team**
-> **Business Consultancy – End to end Campaign Management**



»» Business Impact

Before implementation, the client faced extremely high churn rates and the prime objective was to contain customers exiting the telco. The “Churn Model” delivered by Pelatro has high accuracy (85%) and recall (96%).

Within months, there was a considerable reduction in churn coupled with a high take-up rate. Today, the client runs specific campaigns with integrated digital systems like **Mobile SIM applet, CRM, and USSD**.

Pelatro's knowledge transfer and training have equipped the Campaign Managers to independently run the show and use the tool and resources effectively. The Business Consultancy and Business Operations services have ensured a strong, efficient, and capable team operating independently today.

“Implementation of mViva Campaign Management Solution helped us achieve our main operational targets – quality and quantity of commercial campaigns, the effectiveness of targeting – and significantly decreased CBM campaigns’ time-to-market while uplifting ARPU by 8% and decreasing churn by 2% per month, from about 8%” - Askar Duishenaliev, Head – Customer Base management

»» 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**.

