



## MobiLytix™ Ensures Customers Stay Connected

### About the MVNO

An award-winning Mobile Virtual Network Operator (MVNO) that offers pay-as-you-go mobile services. The MVNO has generous data options and international call inclusions. It is the preferred operator for the youth to connect with home, family, and friends worldwide.

### Challenges:

- Unforeseen business ramifications due to Covid-19 Induced lockdowns
- Intermittent lockdowns of varying lengths
- Diminished consumer confidence to visit retail stores
- Significant decrease in retail foot traffic
- Significant loss of revenue

The onset of Covid-19 led to lockdowns with state enforced COVID safety measures becoming the norm. During this time, overseas travel was banned, and travellers were barred from entering the country. International travellers were a significant source of new customers', and they were suddenly absent. The lockdowns also diminished consumer confidence to visit retail stores. These restrictions reduced new activations and impaired opportunities for gaining new customers.

To alleviate these challenges, the MVNO explored new ways to support its customer community, maintain connectivity, and ensure business continuity.

### Solution

- During cloud deployment, data of subscribers was collected from numerous data sources, collated, and streamlined to derive actionable data insights and create in-depth unified customer profiles.
- Augmented with centralized capabilities to analyse real-time events throughout the customer lifecycle, MobiLytix Real Time Marketing sent personalized communications to its customers, ensuring they met customer specific needs at any point in time
- A new mobile self-care app was launched which allowed customers to activate and recharge services anytime, anywhere
- MobiLytix Real Time Marketing sent personalized communications to promote the new self-care app, disseminating information about recharging through the app, in a safe, accessible way.
- The MVNO also launched various unique initiatives powered by MobiLytix to drive customer value, including:
  - Targeted campaigns covering emergency communications and safety advice
  - Innovative plans for streaming sports, fulfilling the rising customer demand for digital entertainment

The MVNO tapped **MobiLytix Real Time Marketing** to achieve their business objectives. MobiLytix Real Time Marketing is an AI powered real-time interaction management and multi-channel marketing automation platform. It integrates data across multiple sources, builds intelligence from the data to build a rich customer profile and acts on real-time events to serve compelling propositions to customers when they need it.

The MVNO utilized MobiLytix Real Time Marketing to deliver seamless, integrated customer communication, and increase customer retention. The MVNO launched a slew of personalized communication campaigns, powered by MobiLytix. With lockdown restrictions affecting outcomes, the MobiLytix team worked hard to implement measures.

## Benefits

- **10%** of MVNO's active customer base shifted to the app during the pandemic
- **2.7%** increase in net customer revenue

The partnership ensured that the MVNO's customers were able to stay connected during lockdown. It provided a safe, secure, and accessible way to recharge their services. In addition, receiving personalized offers through the right channels added to the convenience and delight of the customers thereby increasing net customer revenue.

In addition, the FMCG retailer often lacks visibility into the end consumer, leading to insufficient consumer data.

## Additional Benefits

- Regional COVID emergency communications about lockdowns and restrictions in play were communicated to customers.
- Personalized communications to subscribers, added warmth and a "Human" touch to the MVNO's offers and ensured customers stayed connected, while being isolated at home during the pandemic