

# Unlock the Potential of Customer Value Management with e>volution



## Transform Customer Engagement with Evolution

Evolution, the next-generation customer engagement platform, specializes in Customer Value Management (CVM). It integrates Loyalty Rewards Programs and tactical Gamification to deliver a dynamic and intelligent customer engagement experience. With Evolution, your customer relationships can thrive through actionable insights, partner offers, and an always-on, omnichannel approach, ultimately fueling revenue growth.



## Elevate Your Customer Value Management Strategy

With Evolution, you can:

- ✓ **Manage Data Efficiently:** Seamlessly handle vast volumes of customer data from multiple sources.
- ✓ **Create Dynamic Segments:** Develop dimensional customer segments, which are groups of customers based on shared characteristics, using rules-based inclusion/exclusion lists for precise targeting.
- ✓ **Control Campaigns:** Effectively manage universal control groups, which are predefined segments of your customer base, and other inclusion/exclusion lists.
- ✓ **Automate Workflows:** Create and streamline hundreds of workflows, such as welcome journeys for new customers, loyalty campaigns for existing customers, and win-back campaigns for churned customers, to enhance efficiency and guide customer progression through various stages.
- ✓ **Optimize Campaigns:** Improve campaign prioritization, trigger real-time actions, which are immediate responses to customer behavior, and dynamically select the best offers for customers to boost overall engagement.
- ✓ **Personalized Communication:** Employ customizable templates across multiple languages for SMS, app-push notifications, and emails.
- ✓ **Manage Offers:** Configure and manage a diverse catalog of offers, aligning them with telco product needs and partnering with physical and digital goods services.

# Maximize Customer Value with Evolution

We redefine customer engagement through our Customer Value Management (CVM) Methodology, transforming how you interact with your customers at strategic touchpoints, which are key moments in the customer journey. Our approach aligns with your objectives and defines KPIs to ensure maximum impact across the entire customer lifecycle, from welcoming new customers to nurturing long-term loyalty.

Evolution's robust CVM features empower your marketing strategies, ensuring better engagement and optimized customer interactions at every stage.

## Evolution CVM Solutions with Advanced Analytic Models

### CVM Packages Offering:

#### Subscriber Growth Solution Package

The Subscriber Growth Package is designed to expand the network's net number of active subscribers. It works with daily customer profile data and real-time event-level counters for activations, purchases, and usage powered by analytic models. This package is ideal for Greenfield MVNOs and digital-first operators aiming to grow their subscriber base.

#### Key Features Include:

- ✔ **Real-Time Customer Experiences:** Personalize interactions based on real-time data, ensuring immediate relevance and engagement.
- ✔ **Customer Segmentation Prediction Model** based on customer behavior.
- ✔ **Churn Prediction Models:** Identify customers at risk of churning and target them with retention campaigns based on their risk level.
- ✔ **Campaigns and Programs:**
  - ✔ **Staggered Rewards:** Gradually increase rewards for new customers over their first month to encourage continued usage and engagement.
  - ✔ **First Top-Up/Renewal Stimulation:** Offer real-time rewards for customers who complete their first top-up or renewal.
  - ✔ **Education Programs:** Provide guidance and tips based on early service usage or non-usage to ensure customers get the most out of their service.
  - ✔ **Member-Get-Member Program:** Incentivize current subscribers to refer new customers, rewarding both the referrer and referred with staggered rewards over a period of time.

*The Subscriber Growth Package is ideal for a new digital-first MVNO to quickly build a loyal customer base by leveraging real-time personalized rewards and referral incentives, driving rapid subscriber growth and engagement.*

## Revenue Growth Solution Package

The Revenue Growth Package focuses on maximizing customer lifetime value (CLV) and overall revenue through CVM initiatives. It is ideal for established operators in competitive, low-growth markets. This package works with daily customer profile data and event counters, providing real-time customer experiences and a more granular personalization approach.

### Key Features:

- ✔ **Digital Next Best Offer (DNBO) Program** to give customers personalized offers based on usage patterns and preferences. This model is based on Real-Time Offer Scoring Algorithms
- ✔ **Customer Segmentation Prediction Model:** Identify and create offers for customer segments based on customer behavior patterns.
- ✔ **Campaigns and Programs:**
  - ✔ **First Recharge/Top-Up Campaigns:** Offer real-time rewards to incentivize initial recharges or top-ups, boosting early revenue generation.
  - ✔ **Offer Simulation:** Offer real-time personalized offers for customers based on usage and behavior.
  - ✔ **Low Balance Triggers:** Send alerts and incentives when customers' balances are low to encourage timely recharges.
  - ✔ **Credit Burn Incentives:** Provide rewards for customers who use up their credit, promoting increased usage and spending.
  - ✔ **High-Value Appreciation Rewards:** Recognize and reward high-value customers to ensure they feel valued and continue to spend.

*With the Revenue Growth Package, an established telco in a mature market can increase ARPU (average revenue per user) by offering dynamic, personalized plans and incentives that cater to individual customer needs and preferences.*



## Churn Rate Reduction Solution Package

The Churn Rate Reduction Package aims to reduce the current churn rate by leveraging daily customer profile data and real-time event counters. This package is tailored for established operators in competitive markets facing churn issues. It combines proactive retention campaigns, high-value user recognition, and a Churn Prediction Model with customer churn risk scoring output.

### Key Features:

**Churn Prediction Analytic Model:** Use advanced analytics to predict which customers risk leaving and tailor retention campaigns to their specific needs.

**Customer WIN-Back Analytic Model:** Predicts potential win-back customers back to the network.

**Multi-SIM User Incentives:** Encourage customers with multiple SIM cards to consolidate their usage on your network with targeted offers and rewards.

**Proactive Retention Campaigns:** Use real-time data to identify at-risk customers and engage them with personalized retention offers.

### Campaigns and Programs:

- ✓ **First Recharge/Top-Up Incentives:** Provide real-time rewards to encourage customers to stay engaged from the beginning.
- ✓ **Low Balance Triggers:** Alert customers when their balance is low and offer incentives to recharge, preventing churn due to low balance.
- ✓ **Top-up/Renewal Campaigns/Reminders:** Offer real-time rewards for customers who complete their renewals.
- ✓ **Micro-segmented retention** campaigns based on churn risk levels.

*The Churn Rate Reduction Package is ideal for an established operator experiencing high churn rates to retain more customers by proactively addressing their needs with personalized incentives and rewards, significantly lowering churn and enhancing customer satisfaction.*



# The Benefits of Choosing Evolution CVM Solution Packages

Evolution CVM Packages address the distinct challenges faced by telcos and startups. Whether you aim to expand your subscriber base, maximize revenue, or reduce churn, Evolution offers the tools you need to succeed. These packages provide strategic engagement, real-time personalization, scalability, and measurable outcomes.



## Strategic Engagement

Campaigns align with business objectives, inspiring and motivating your team.



## Personalization

A real-time, data-driven approach allows for granular personalization and dynamic interactions.



## Scalability

Evolution scales with your needs, from simple implementations to complex, multi-layered journeys.



## Measurable Outcomes

With clear KPIs and robust analytics, you can confidently track progress and pivot strategies as needed, ensuring optimal performance and ROI.

## CVM Solutions

Feature	Subscriber Growth Package	Revenue Growth Package	Churn Rate Reduction Package
<b>Key Objectives</b>	Expand the net number of active subscribers	Maximize customer lifetime value (CLV) and revenue	Reduce customer churn rates
<b>Data Handling</b>	Daily customer profile data, real-time event counters for activations, purchases, and usage	Daily customer profile data, real-time event counters for activations, purchases, and usage	Daily customer profile data, real-time event counters for activations, purchases, and usage
<b>Communication Channels</b>	SMS, Email, App-Push communications	SMS, Email, App-Push communications, App & USSD	SMS, Email, App-Push communications, App & USSD
<b>Key Features</b>	<ul style="list-style-type: none"> <li>Real-time customer experiences</li> <li>Member-Get-Member Program</li> <li>Micro-segmented retention campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Next Best Offer Program</li> <li>Dynamic Pricing Models</li> <li>High-Value Appreciation rewards</li> </ul>	<ul style="list-style-type: none"> <li>Gamified Credit Advance Program</li> <li>Proactive Retention Campaigns</li> <li>Multi-SIM User Incentives</li> </ul>
<b>Campaign Types</b>	<ul style="list-style-type: none"> <li>Staggered Rewards</li> <li>First top-up/Renewal Stimulation</li> <li>Education Programs</li> <li>Plan Purchase Campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Staggered Rewards</li> <li>First Recharge/Top-up Campaigns</li> <li>Low Balance Triggers</li> <li>Credit Burn Incentives</li> </ul>	<ul style="list-style-type: none"> <li>Staggered Rewards</li> <li>First Recharge/Top-up Campaigns</li> <li>Low Balance Triggers</li> <li>Credit Burn Incentives</li> </ul>
<b>Engagement Programs</b>	Member-Get-Member / Referral Program	Next Best Offer Program	Gamified Credit Advance Program

Connect with our team today to discover how Evolution CVM Packages can transform your customer value management strategy and drive your business forward.