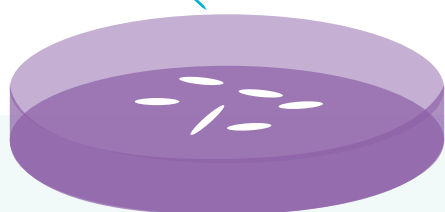


CAPTIVE BASE MANAGEMENT

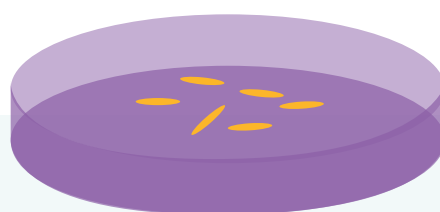
CASE STUDY

IDENTIFYING PATTERNS AMONG EXISTING BASE TO IMPROVE CUSTOMER ENGAGEMENT

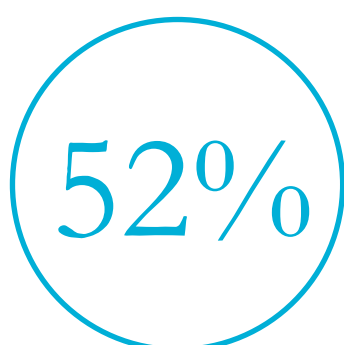
IDENTIFYING SUBSCRIBERS TOP-UP BEHAVIOUR



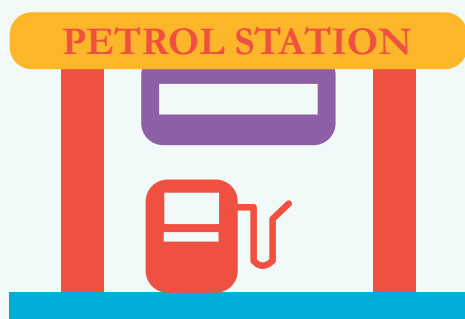
45%
NO E-RECHARGE



55%
WITH E-RECHARGE



AMONG SUBSCRIBERS WITH E-RECHARGE
52% OF SUBSCRIBERS VISIT A SINGLE RETAILER

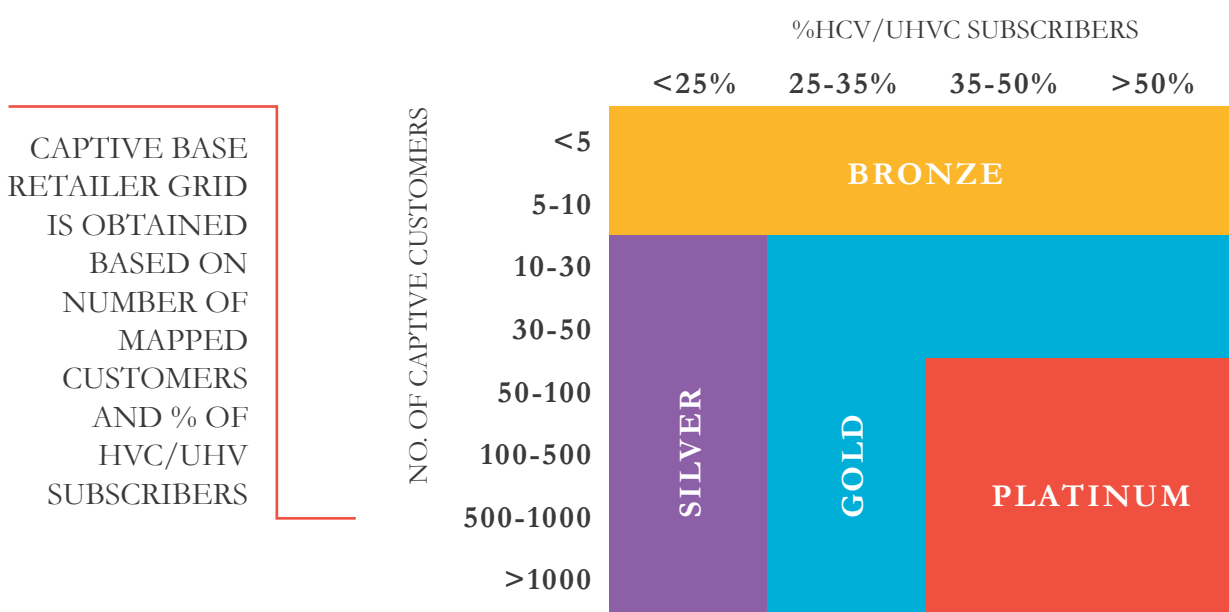


PETROL STATION LIKE BEHAVIOUR NEEDED TO DEFINE CAPTIVE BASE ON MOST VISITED RETAIL OUTLET

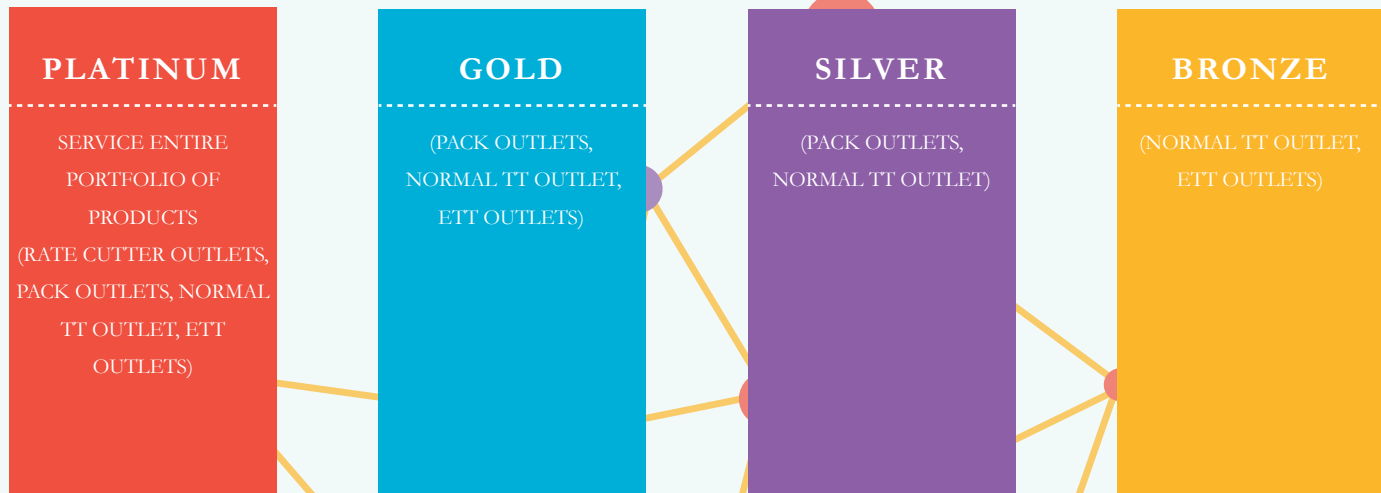
EACH SUBSCRIBER IS MAPPED TO A RETAIL CHANNEL BASED ON THE FOLLOWING

CUSTOMER WHO HAVE RECHARGED BY E-RECHARGE MODE ARE ONLY MAPPED

CUSTOMER CHANNEL RELATIONSHIP IS DEPENDENT ON THE COUNT OF TRANSACTIONS



VARIOUS SEGMENTED OFFERS ARE TARGETED AT DIFFERENT GRADES OF RETAILERS IN THE CAPTIVE BASE RETAILER GRID



REVENUE RETAINED AT 1% ON HVC/UHVC RESULTING IN REVENUE SAVING OF USD 0.087 MN

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