

BRIDGING GAP WITH LEADER THROUGH MNP

CASE STUDY

Port-Ins sees a sharp increase while Port-Outs have declined



PORT INS



PORT OUTS

NEGATIVE



Client net negative on Port-Ins against all operators.

Need to compare MNP and Non-MNP KPIs.

MNP SUBSCRIBERS HAVE HIGHER QUALITY



S U B S C R I B E R S

ARPU OPPORTUNITY TO EXTRACT



There are **>175K SUBSCRIBERS** from competition who call Client Telco with usage **>258 MINUTES PER SUBSCRIBER** opportunity for port ins



NEED TO COMPARE **GEOGRAPHY VS OPERATORS TRENDS** TO DETERMINE MNP FOCUS.

15%

From the Identified geographical areas top 15% with high population coverage are considered.

For the identified geographies Base and gross rank of operator are compared with Leader.

KPIs

From the identified KPIs market flavours are determined and customized geography wise product recommendations are compiled.

Contact Us

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