

Plan AI

Hyper-personalization at scale

Tailor-made plans for every subscriber used to be an unattainable goal for CSPs. Not anymore! Totogi Plan AI gives you the ability to create hyper-personalized plans, achieving pinpoint precision – at scale!

Actionable insights, big impact

In the ‘bad old days’ before the public cloud, charging engines were slow and could only handle a limited number of rate plans – a nightmare for your marketing team, who were forced to design one-size-fits-all plans, with a huge blast radius.

We all know one-size-DOES-NOT-fit-all. But with hyper-personalization, you can segment and target the subscriber base exactly the way your marketing team wants to.

Totogi Plan AI uses AI and ML to search for subscriber churn patterns and analyze user experience, giving you the data you need to grow ARPU and prevent churn before it happens – at the individual subscriber level. You can assess the performance of your current plans against your competitors, and make the relevant adjustments way ahead of them.

Benefits:



Grow ARPU by up to 15%

Leverage Totogi Plan AI to understand your subscribers’ habits and interests, so you can offer products and services that match their needs and wants.



Optimize plan performance

Totogi scans the globe, recording the rate plans from all CSPs. Compare your plans against other offers in the market to stay ahead of your competitors.



Hyper-personalize subscriber plans

Delight your customers by generating and providing plans that maximize their service subscriptions based on accurate, behavioral analysis of their usage.



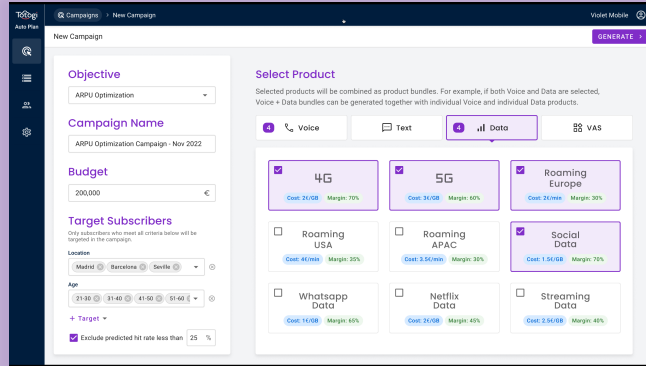
Retain subscribers with auto-generated offers

Totogi Plan AI analyzes subscriber experiences and patterns to predict churn propensity and protect your revenue proactively.

It's easy to get started, no IT support needed:

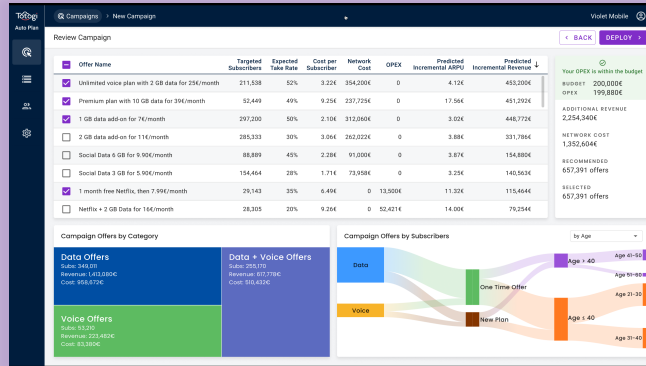
1

Configure your campaign objective (optimize revenue or reduce churn).



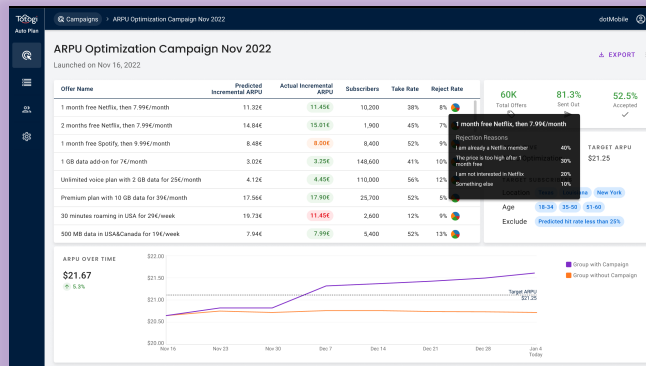
2

Review and approve the set of generated campaigns.



3

Monitor campaign performance versus control group.



Are you ready to use business insights to grow your ARPU with personalized plans?

Contact us to set up a meeting at sales@totogi.com or visit our website to learn more.

