Totogi

Unlocking growth:
How a Tier-1 operator in EMEA leverages AI to boost revenue by 10% with Totogi PlanAI

Background

In the competitive landscape of North Africa's telecom industry, a Tier-1 operator faced significant challenges. As a subsidiary of one of the largest telecom networks in the Middle East and Africa, this player serves more than 15 million customers, and offers a full range of mobile services. However, civil unrest and increasing competition led to a surge in customer churn, reaching an alarming 5% monthly rate.

The Challenge

The operator's Customer Value Management (CVM) team faced significant hurdles in executing campaigns efficiently. Its five-member team relied on a range of disconnected, siloed tools to launch their campaigns. Their process heavily depended on the BI team to create segments and generate reports, and on IT to execute the campaigns. As a result, the time to market for new campaigns stretched to several weeks, limiting their ability to respond quickly to market dynamics. These challenges hindered the team's efficiency and responsiveness in an increasingly volatile market.

The Solution

To address these challenges, the operator implemented Totogi's PlanAI, which runs seamlessly on its Charging-as-a-Service platform. PlanAI uses real-time data and cutting-edge AI technology to identify at-risk subscribers and target them with hyper-personalized offers. These offers, such as top-up bonuses and discounted bundles, were tailored based on subscriber behavior and spending habits and triggered in real-time.

PlanAI leverages AWS SageMaker to deploy models curated from thousands of tests, identifying the highest-performing combination of algorithms and hyperparameters. It also uses advanced Large Language Models (LLMs) from Anthropic, managed by Amazon Bedrock, for offers' reasoning.

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> Reducing churn and increasing retention are key KPIs for our team. PlanAI is definitely helping us achieve this business objective.
>
> **–Director of CVM**
> "

The system ran hundreds of micro-offers, setting to expand to serve the entire customer base. Thanks to the system's AI capabilities, the offer parameters were continuously self-optimized enabling hyper-personalization per subscriber. This included: the timing of the offer (day and hour), the message format (e.g. validity, stretch and benefit), the tone of the copy used, and the delivery channel, for maximum effectiveness. Totogi's robust reporting ensured the CVM team had real-time insights to enhance campaign performance.

Benefits

The implementation of Totogi's PlanAI led to significant operational and business improvements. The setup process was completed in just **two weeks,** and launching new campaigns became efficient and quick. To gain trust, PlanAI was initially supervised - launching campaigns in a matter of hours, following business approval.

PlanAI used 2 models developed by Totogi to indicate propensity to churn across active subscribers (defined as those with any activity in the last 14 days) and inactive subscribers (defined as those with no activity more than 14 days). Both models demonstrated significant prediction capabilities as follows:

Results

- **Accuracy:** overall, the churn models have **92%** accuracy in predicting churn
- **Lift:** Churn model identifies churners **7x** times better than a random selection.
- Only by targeting **10%** of the subscriber base, PlanAI model addresses **72%** of the real churners.

Six weeks into the project, PlanAI had already delivered the following business results:

- **13%** reduction in inactive subscribers
- **5%** increase in revenue across the target group, with projections indicating a **10%** increase by the third month
- Offers' take-up rate rose from **4.8%** to **7.9%**
- **105%** increase in data usage

Telecom Industry benchmarks for total revenue increase from CVM initiatives is **2-3%** with successful programs go as high as **5%** .

Totogi's PlanAI empowers telecom operators to harness the power of AI and real-time data, turning customer insights into actionable strategies that drive growth and reduce churn. By simplifying complex processes and bridging the gap between systems of insights to systems of execution, PlanAI is redefining how operators engage with their customers and optimize their business performance.

Learn more at **Totogi.com.** Contact us via **sales@totogi.com.**