

# Mobilink: Boosting Campaign Response Rates Up to 380% with the SAP® InfiniteInsight® Solution

Bringing people together via innovative communication solutions is how Mobilink aims to become Pakistan's leading telecommunications provider. Faced with explosive market growth and fierce competition, the company needed to protect itself against customer churn by offering the right services to the right customers at the right time. That meant making sense of customer data from nearly 35 million subscribers and 200,000 retailers across 10,000 cities, towns, and villages.

With the SAP® InfiniteInsight® solution, Mobilink can analyze huge amounts of data about customers, including demographics, subscriptions, billing, usage, and social network activity. Using predictive models, it can develop more targeted campaigns. The result has been up to 380% higher campaign response rates, higher customer retention, and wider adoption of new products and services.



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# Executive overview

## Company

Mobilink

## Headquarters

Islamabad, Pakistan

## Industry

Telecommunications

## Products and Services

Fixed line and wireless broadband communication services; data services

## Employees

7,000

## Revenue

\$1.1 billion

## Web Site

www.mobilinkgsm.com

## BUSINESS TRANSFORMATION

### The company's top objectives

- Outpace the competition with a next-best-activity approach that offers the right incentive to the right customers at the right time
- Leverage Big Data and predictive analytics to build customer trust, improve loyalty, decrease churn, and maintain profit margins

### The resolution

- Quickly deployed the SAP® InfiniteInsight® solution for its excellent predictive capabilities, user-friendly interface, and compatibility with other solutions after reviewing options from other vendors like SAS and SPSS
- Built predictive models combined with clustering techniques and social network analysis of Big Data, gaining key insight into customer behavior

### The key benefits

- More targeted and effective promotions and campaigns, increasing usage of value-added services such as text messages, ringtones, and music
- Lower attrition by predicting as well as preventing churn
- Better insight into both large and small communities of interest, enabling viral marketing in new segments to acquire new customers, boost adoption of new products and services, and reduce churn

## TOP BENEFITS ACHIEVED

# 8x

Increase in uptake of customer retention offers, from 0.5% to about 4%, and at a fraction of the cost

# 380%

Boost in campaign response rates, thanks to social network analysis

# <1 day

To deploy new predictive models

“SAP InfiniteInsight is not only easier to use and faster at delivering results than traditional data mining tools, it also delivers superior predictive models, increasing the productivity of our analyst team.”

Ehtisham Rao, Director of Business Intelligence and Billing, Mobilink

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