



Toovio Software LLC

www.toovio.com

CASE STUDY: CHURN MANAGEMENT IN TELCOMS OPERATOR



The Company & The Challenge:

GTT is a telecoms operator in Guyana and is part of the ATNi group. The GTT subscriber base has over 350,000 customers.

GTT's challenge was to reduce churn from a 4% consistent monthly level.

The Approach:

Toovio used feature engineering, by time slicing and attribution, the low-level transactional data sources. Using AI to find the correlating moment that matter data attributes to churn. This created a new stream of data that modelled this behavior that was actionable at customer level. Experiments were then created to target these customers with offers to reduce churn.

The Results:

Within 6 months churn dropped to under 1% consistently.

The program was extended to create triggers for lapsed customers, and currently expanding to generate new triggers to maintain overall low churn levels.

Toovio – About Us

Toovio Software LLC has been in existence for over 10 years, founded by data practitioners with commercial and revenue delivery at its core. Our main focus is to drive incremental customer behaviour from any strategic objective tied to a measurable outcome. Toovio has evolved over time as a SaaS company, providing a unique set of Software products as a Service as well as SaaS+, providing Strategic consulting as a Service. Based in Minnesota, USA and recently opened a new EMEA office, Toovio Limited in Dublin, Ireland, we serve clients across the globe.

We have clients across several industries and geographies. In addition, we have system integrator partnerships with many of the large technology platforms, where our software can be easily integrated.

SI Partnerships:



Clients:



Toovio takes mundane transactional data from your customer base, from multiple different sources, flattens & formats it, making it fit for purpose. Our AI deals with the volume of data that is impossible for a human to compute. This allows us to create a new data stream feeding it back to you ready to take-action within your own systems.

To do this we create a specific data stream that we call 'Closed Loop'. This data stream is unique, nuanced and dynamic. To wield the 'Closed Loop' we need a data design informed by modelling, measurement and data driven iteration. This requires a unique combination of human domain expertise and automated machine learning. The outcomes are highly nuanced results based on your customers' behaviour as they interact across your channels.

Decisioning through modelling and measurement are the core of Toovio products that are delivered as a service. We provide an ongoing service that monetizes the moments that matter the most along a digital journey.

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