



Toovio Software LLC

www.toovio.com

CASE STUDY: INCREASED REVENUE FROM SUBSCRIBERS



CONNECTIONS THAT MATTER

OCTOBER 29 IS INTERNET DAY

These are just a few of the very remote locations where TIGO brought Internet this year, delivering on our promise of connecting our people and communities toward a better future.

HOW FAR DOES TIGO GO?

The Company & The Challenge:

Tigo are a telecom operator in Paraguay & are part of the Milicom Group with a subscriber base of 5 million customers.

Campaign optimization was labor intensive and not scalable. Constrained quality of available resources, manual steps for ongoing customer segmentation and targeting was becoming cost prohibitive. Everything was too slow, time to market was lost and the impact was losing effectiveness.

The Approach:

Tigo use Toovio's trigger-based marketing solution in multiple inbound and outbound campaigns for stimulating upsell, cross sell, and retention campaigns. Initially collaborating with the existing team, Toovio replaced the manual processes with the Artificial Intelligence to extend more personalized and relevant offers to customers across channels. Thus, increasing the uptake of offers and maximizing customer profitability. Using AI, feature engineering, and a robust next best offer methodology, Toovio determined the best offer in real time for the customer (based on their behavior) and delivered it via SMS and USSD based on the channel affinity of targeted customer segments. For retention, this included modelling inactivity based on not only churn risk but customer value.

The Results:

Within months, incremental revenues increased by 90% and response rates increased from 4% to 15%. Rapidly changing data sets produced models every 2-4 days, which would have taken weeks / months previously. The client discontinued existing all manual segmentation (after 6 months) and directed the Toovio AI to take over.

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.

Contact our Sales Team:

USA / LATAM

Gary Stockert

President

gary.stockert@toovio.com

612.384.9227

EMEA

Alan McDonagh

VP Sales

alan.mcdonagh@toovio.com

+353 867273770