

Inside Sales Program at Leading Turkish Telecom Firm

Business Problem

Client has value-added-services that it wants to market to its subscriber-base. These services contain information services, multi-media content provision, game services, etc. The number of these services is measured in hundreds. Penetration of services into the subscriber base is important for increasing revenue and increasing customer loyalty. The goal is to increase the penetration rates by out-bound offers through mobile channels and its call-center. The solution must be flexible and scalable enough to accommodate new services.

Business Solution

Client has detailed demographics data about its subscribers and detailed transactions/usage data about its services. The proposed solution is to build *sales profiles* by using the data about recent purchasers of these services. These profiles are composed of the following profiles

- 1 Purchase profile
- 2 Offer take-up profile
- 3 Sales volume profile

An *expected profit* figure is estimated by using the profiles above. Subscribers with a high profit figure become targets for sales offers.

Business Results

Client has initiated a large scale program that sends SMS and E-Mail offers for ~75 value-added services based on the aforementioned profiles. The sales figures (as measured by the number of subscribers per month) has increased for each and every service included in the program. The system has become the primary means for selecting the subscribers for value added services offers.

Intelligence

Following family of models are built, updated, and scored for each value added service

- 1 *Purchase Likelihood Models* estimate the likelihood of subscriber to purchase the product

- 2 *Offer Take-Up Models* estimate the likelihood of subscriber to accept one of the several offers designed for the service
- 3 *Sales Volume Models* estimate the likelihood of generated volume if subscriber decides to make purchase

Speed

Models are refreshed on a monthly basis. Scoring is done on a weekly basis.

Scale

~250 models per month. The system is scalable to handle thousands of predictive modelling and scoring jobs per month

Automation

System is fully automated.

Adaptivity

Models use campaign responses to adjust themselves to changing dynamics.