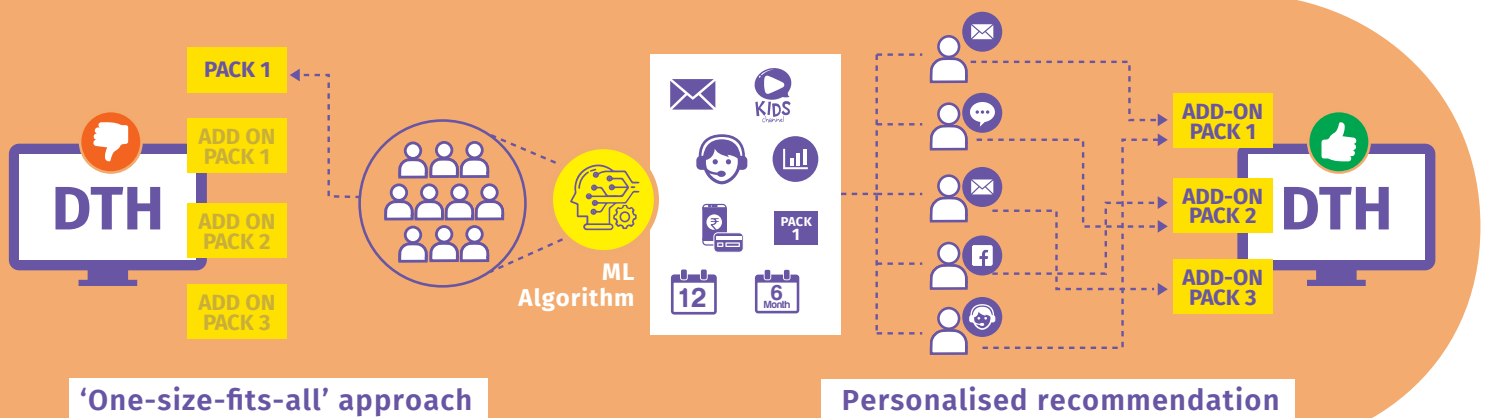


How a leading Indian DTH brand uses ML-based propensity models to increase Cross Sell of add-on packs



CHALLENGE

The client was having a low penetration of 9% for subscription of add-on packs, & this pattern had continued for 18 months without any increase. Also, the client was recommending these add-on packs basis plain vanilla business rules based on ARPU criteria & whether the subscriber had taken the pack in the past or not.

Hence, the client was looking for a structured solution which would look into subscription patterns of subscribers and recommend the right next best add-on pack as against the previous approach of recommending basis plain vanilla business rules based on ARPU.

SOLUTION

Netcore built a suite of ML-based propensity models for each of the add-on packs.

For each subscriber, the model arrived at a propensity score to buy those respective packs, and the propensity score was determined by the following factors:

- Email response behavior on past cross-sell campaigns.
- Call centre response behavior.
- Monthly recharge patterns.
- Preferred payment channel.
- ARPU change trends.
- Preferred Genre of packs in the last one year.
- Holding period on any past add-on packs.
- The frequency of past change instances in the primary pack.
- To complement the above approach, we also build a channel preference model to recommend these packs over the most preferred communication channel of each subscriber.
- Also, the recommendations were integrated with the client's CRM system through which their call centre team would recommend these next best packs to subscribers.

RESULTS



10 - 12% uplift in revenues from add-on packs.