



International forum lauds ABIBA's Approach to Churn

ABIBA Systems participated in IQPC's 10th International Conference on Churn held at Singapore. Mr.Sathya Karthik, MD,ABIBA Systems , one of the key note speakers at the conference spoke about Optimizing Business Analytics to reduce Prepaid churn. His speech emphasized the need for domain knowledge, consulting led approach and an analytics solution to address the business challenges faced by operators today. Delegates representing leading telecom operators in South and South East Asia were present at the event. The approach presented by Mr.Sathya Karthik was appreciated as the better model for retention .More on this topic to follow in the next release.

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