



## **ABIBA ADVOCATES MARKET MATURITY MODEL TO ENHANCE CUSTOMER LIFETIME VALUE**

**Bangalore, INDIA** – ABIBA Systems , a specialist Business Intelligence and Analytics Software provider for communications service providers (CSPs) recently presented ideas for enhancing customer lifetime value for Africa market. This was presented at the Annual Customer Loyalty and Retention Conference in Johannesburg, South Africa held on July 26 – 27, 2011. About 80 delegates from operators and technology partners from 15 countries were present in this event.

At this forum, ABIBA introduced the *Market maturity model* to determine the optimal analytics approach. This takes into account the penetration-maturity-competitive scenario to define the most suited analytics application. Sathya Karthik R, CEO ABIBA Systems highlighted the practical application of analytics to enhance customer value in competitive markets. Operators can benefit by using a differentiated approach to enhance value based on customer lifecycle.

In the presentation, Sathya also showcased how targeted campaigns will out do a random mass campaign for both acquisition and retention. This enhances the profitability and customer satisfaction. This approach was well appreciated by the delegates and was rated as one of the top presentations at the event. The application of segmentation techniques would also help get better quality acquisitions.

Sathya sums it up by saying Analytics can help operators in enhancing customer loyalty and value. But operators should identify the optimum analytics application based on the market maturity.

Some of the most discussed topics were the impact of loyalty programs on retention, using Analytics to stimulate ARPU, using Self service to enhance customer experience and social media to strengthen customer loyalty. Some of the prominent operators who participated in the event include Vodafone, , MTN, Etisalat, Airtel, Orange and Telkom SA.

**To discuss more about *Enhancing your customer lifetime value using Market Maturity Model* , please contact Prashanth at [prashanth@abibasystems.com](mailto:prashanth@abibasystems.com)**



## About ABIBA Systems

ABIBA Systems is a BI & Analytics Software company from Bangalore. ABIBA has chosen to tread the path of developing pre-built BI and Analytics products for Telecom with the objective of improving the business performance of our clients. It's product portfolio includes Champion™, TeleView™, TeleRAS™, TIMS™ and CampPro™. ABIBA helps its clients to enhance their decision making capabilities through its domain led consulting approach.

More information about ABIBA visit [www.abibasystems.com](http://www.abibasystems.com)

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