

## Tiger Analytics empowered a **major telecom company to significantly improve campaign engagement with propensity modeling**



Tiger Analytics built a Machine Learning (ML)-based model that could determine the subscriber level propensity to respond to a promotional email. The solution revealed key variables that drove customer propensity. It also helped identify over 80% of recipients who were likely to open promotional emails and the percentage of customers in top deciles.



## The Background

Our client is a Full-Service Wireless Carrier and Telecommunication company providing a reliable network that offers a wide range of communication services. They run multiple marketing and informational campaigns, such as adding an extra connection, upgrading existing devices etc., across channels like email, SMS, etc. So, the client was looking for an ML-based solution to track and increase customer engagement.

# Key Challenges

## Poor email engagement:

Customer engagement was low, with the email open rate less than 20% and the click ratio even lower (around 2%).

## Complex data integration:

Multiple data sources and the lack of clear data definitions led to multiple ideation sessions.

## Model training issues:

Selecting the time period to train the model was time-consuming and required multiple evaluation cycles.

# Our Solution



Tiger Analytics developed an ML-based solution, starting with the Data/Attributes Collation phase. The team sourced input data such as subscriber demographics, usage and payment details, transactions, digital engagement specifics, channel interactions, and campaign attributes from the Oracle database and SAS libraries.

Moving to the Processing phase, out of an initial 285 features, 79 were chosen for final modeling. This was grounded in information value analysis, variable importance, and insights from decision trees. The models constructed were also tailored for specific campaigns, each aiming to predict individual customer engagement probabilities.

The final phase was Output, which offered valuable insights. The team provided the likelihood of a customer opening an email for each campaign and a more generalized propensity of a customer's engagement. The team also analyzed the expected vs. actual engagement behaviors of various customer groups during a promotional campaign. It highlighted the factors that compelled customers to engage with promotional emails.



## Value Delivered

**Over 80% of recipients likely to open promotional emails** were captured.

**Key variables driving customer propensity to open a promotional email** were determined.

**Deep insights on engagement** and deviation were derived through customer-level analysis based on parameters like type of customer, age group, etc.

**Customer targeting was improved** by evaluating the percentage of customers in top deciles.

## About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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