Revenue Enhancement Tools

- For Telecom Operators

    - XEED CONSULTING

Table of Contents

Enhance ARPU, engage customers, and develop new revenue streams.

— Innovation beyond core Services.

1. Executive Summary

Telecom operators globally face declining ARPU (Average Revenue Per User), high churn, and intense price competition. To sustain profitability, they must innovate beyond core voice and data services.

At Xeed Consulting, we deliver AI-powered, cost-effective revenue enhancement tools specifically tailored for operators in emerging and growth markets. Our solutions help operators retain customers, upsell smartly, and optimize user monetization without heavy capex.

2. The Business Problem

Telecom operators today face:

- Falling voice and SMS revenues

- OTT (Over-the-Top) competition (WhatsApp, Netflix, etc.)

- High subscriber churn and price wars

- Lack of agile, affordable tools for revenue innovation

Traditional approaches — mass discounting, generic loyalty programs — are no longer enough. Operators need personalized, AI-driven, and nimble strategies.

3. Xeed's Revenue Enhancement Solutions:

Our platform combines AI, telco analytics, and customer engagement automation to boost operator revenues through:

- Micro-Offer Engines : Real-time dynamic offers based on usage patterns. Targeted bundles (data, voice, VAS) delivered through SMS/WhatsApp

- Smart Retargeting Bots: Re-engage churn-risk customers with personalized recovery offers. Automate "Win-Back" campaigns based on inactivity thresholds

- AI-Driven Upselling: Identify customers with upsell potential (higher plan, OTT partnerships). Push micro-promos tailored to user behaviour

- Gamified Loyalty Programs: Reward daily activities (recharges, referrals). Use gamification to enhance retention

- Revenue Assurance Alerts: Detect potential revenue leakage scenarios in near real-time

4. Key Features

Templatized Frameworks: Fast implementation with predictable ROI

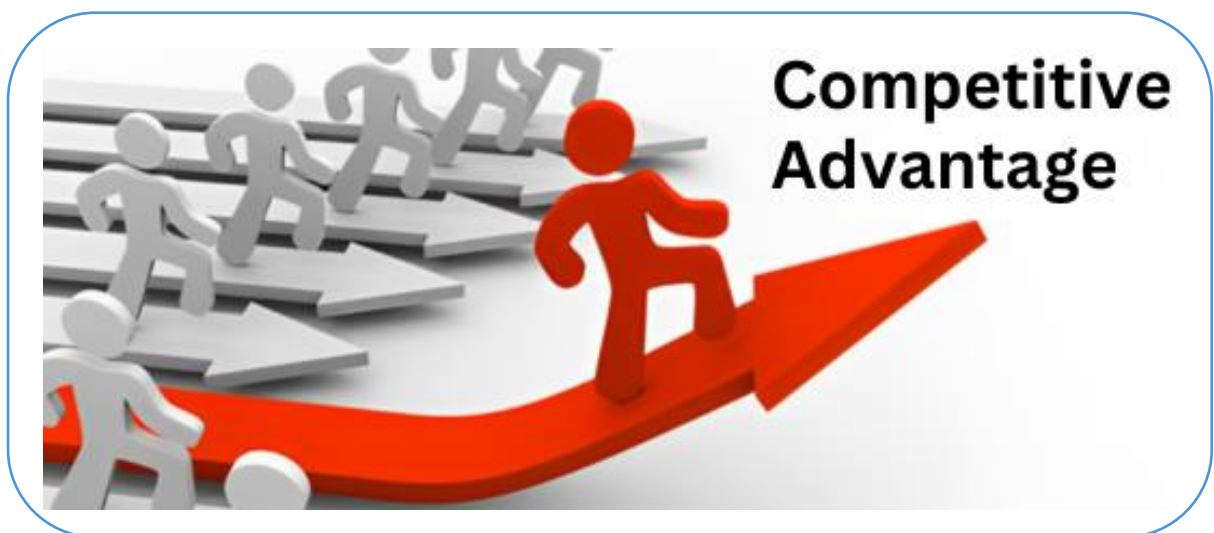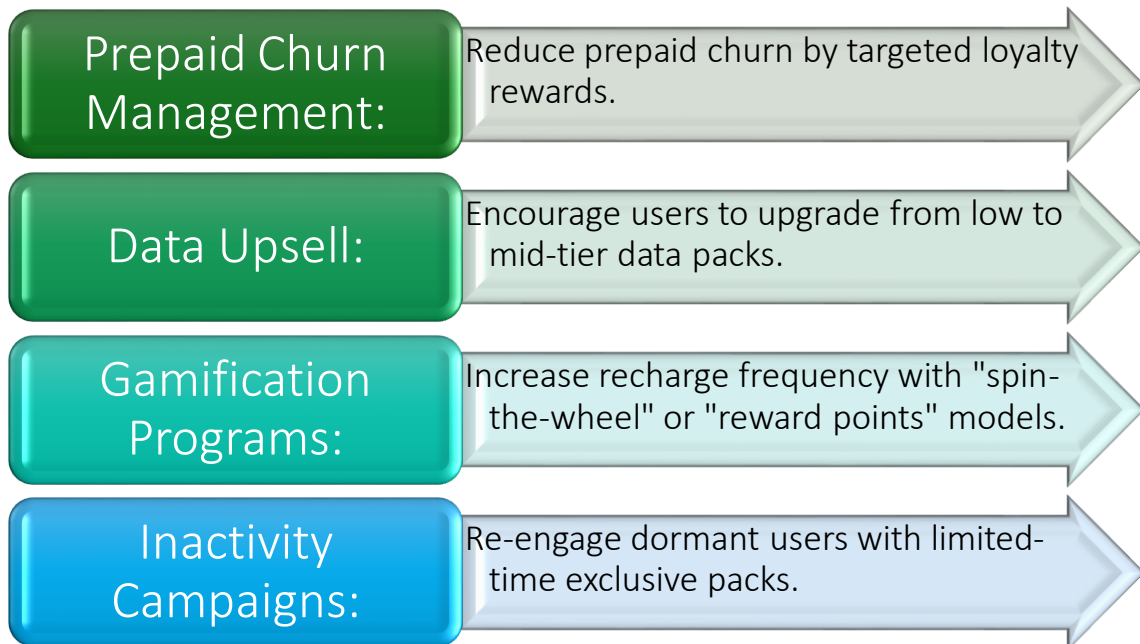Omni-Channel Capable: Deploy on SMS, WhatsApp, apps, and USSD

Multi-Vendor Compatible: Works with Huawei, Ericsson, Nokia, ZTE networks

Proven at Scale: Serving 60M+ customers in live operator networks

5. Industry Use Cases

Prepaid Churn Management: Reduce prepaid churn by targeted loyalty rewards.

Data Upsell: Encourage users to upgrade from low to mid-tier data packs.

Gamification Programs: Increase recharge frequency with "spin-the-wheel" or "reward points" models.

Inactivity Campaigns: Re-engage dormant users with limited-time exclusive packs.

Competitive Advantage

6. Competitive Advantage: Xeed's Unique Approach

| Pre-Templated Workflows Fast deployment | High Customizability Tailored to market segment | Low TCO Affordable for emerging market operators | Startup India Recognition Proven innovative consulting model |

7. Client Success Highlight

Deployed micro-offer engines for 2 leading telecom operators in Africa

Covered 60M+ subscribers

Achieved:

12% churn reduction.

18% ARPU uplift in targeted cohorts within 6 months
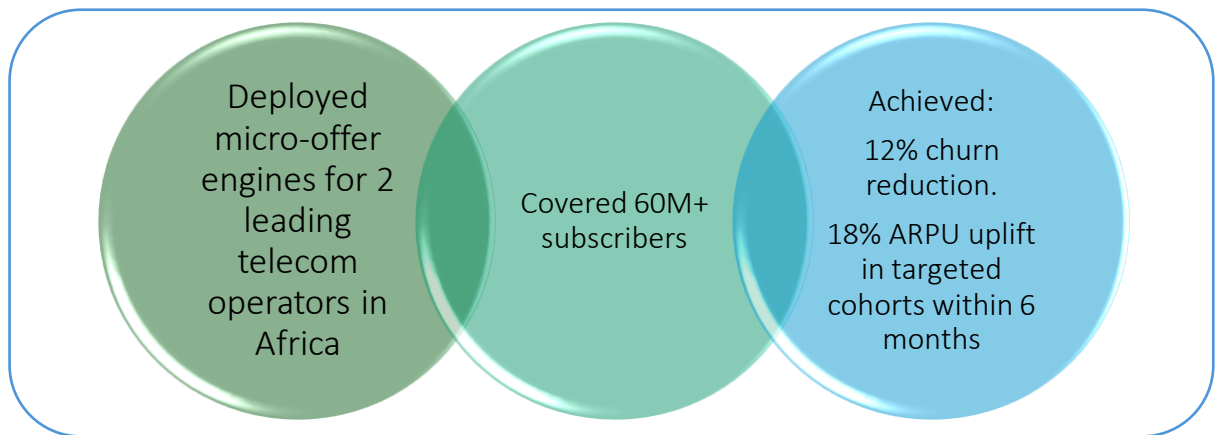
8. How to Get Started with Xeed AI Bots

Discovery Call

Understand your needs

Solution Fitment

Map templates & modules

Pilot Launch

Go live in 2-4 weeks

Scale & Optimize

Expand channels & markets
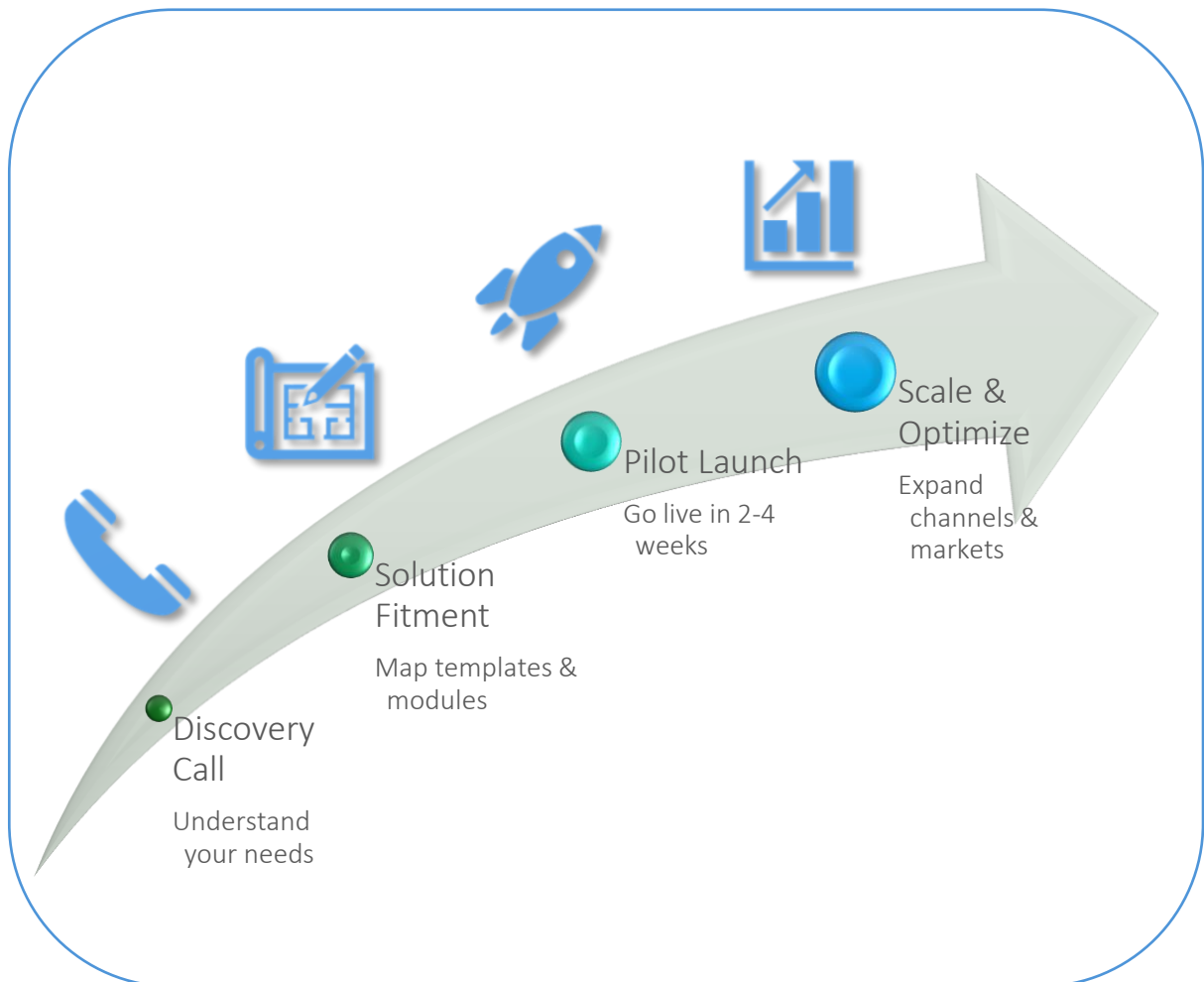
9. About Xeed Consulting

Xeed Consulting empowers MSMEs and enterprises with innovative consulting solutions across technology, telecom, power, retail, and infrastructure sectors.

Recognized for our scalable, templatized consulting model, we bring big-firm expertise at SMB costs.

10. Contact Us

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