

TELECOMMUNICATION GROWTH STRATEGIES

LEVERAGING CUSTOMER LIFE-TIME
VALUE SEGMENTATION

#Amdari21DaysDataChallenge
#DataSkillsWithOlolade

BUSINESS OVERVIEW/PROBLEM

NexaSat, is a leading telecommunications company that specializes in mobile internet and television services. It serves a diverse range of customers from individuals to small and medium sized business. Yet, it faces challenges in optimizing marketing strategies and allocating resources.

This diversity has led to inefficiencies in their customer engagement efforts, as a one-size-fits-all approaches proves ineffective. Also, as the competition in the telecommunication industry intensifies, NexaSat has realized the imperative to maximize revenue from their existing customer base, while also identifying and nurturing high-potential prospects.

NexaSat has also recognized that personalized offers and bundled services could significantly increase their average revenue per user (ARPU). However, they currently lack the structured approach and systematic methodology to harness their customer data effectively, leading to missed opportunities to maximize revenue.

PROJECT RATIONALE

Customer Life-time Value (CLV) segmentation is a data-driven strategy that involves categorizing customers into distinct groups based on their potential long-term value to a company. It allows businesses to identify and prioritize high-value customer segments, thereby enabling targeted marketing efforts and tailored service offerings. By understanding the unique needs and behaviors of each segment, companies like NexaSat can optimize resource allocation, maximize revenue, and foster stronger customer relationships.

Inevitably, NexaSat needs to understand its customer's life-time value. It needs to adopt the CLV segmentation, which directly addresses their primary challenge; highlighting opportunities for up-selling and cross-selling within their customer base.

PROJECT AIM

This project focuses on implementing Customer Lifetime Value (CLV) segmentation at NexaSat, highlighting opportunities for up-selling and cross-selling.

PROJECT GOAL

This Customer Lifetime Value (CLV) segmentation strategy will;

- Unlock up-selling and cross-selling opportunities**
- Identify and offer personalized service for high-value segments**
- Ensure efficient resource allocation**
- Maximize revenue**
- Strengthen customer loyalty in a competitive telecom landscape.**