



IBC 2023

# Enhancing Customer Experiences Through AI and Machine Learning



# Enhance the Customer Journeys



## Enhanced Acquisition

- GPT BASED OFFER PROMPT
- QUICKER CHECKOUTS



Powered by AWS

AI and Machine Learning



## Proactive Retention

- PREDICT THE CHURN
- PROVIDE THE BEST OFFER

# Enhanced Acquisition



Diverse Array of Premier Product Offerings

Empowering Customers: Bridging the Gap Between Offer Discovery and Relevant Promotions

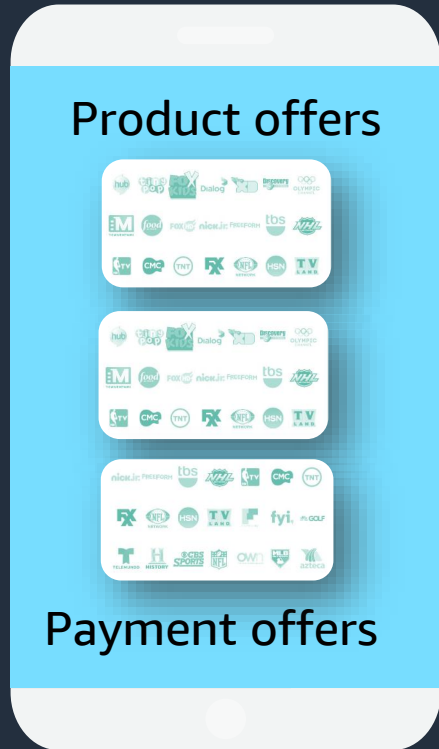
## Checkout



Combo Discounts Abound with These Card Offers!

Eric Stevens  
100 Main Street  
Providence, RI 02908

# Enhanced Acquisition using LLM



 LLM Prompt

What plans you have for live matches ? -

Do you have short term offers ?-

What card offer you have ?-

“SPORTS ”

“MONTHLY ”

“VISA ”

Best Offer

**Sports + HBO**  
**@12.99**  
**/monthly**  
**with 50% off**  
**for first 3**  
**months**

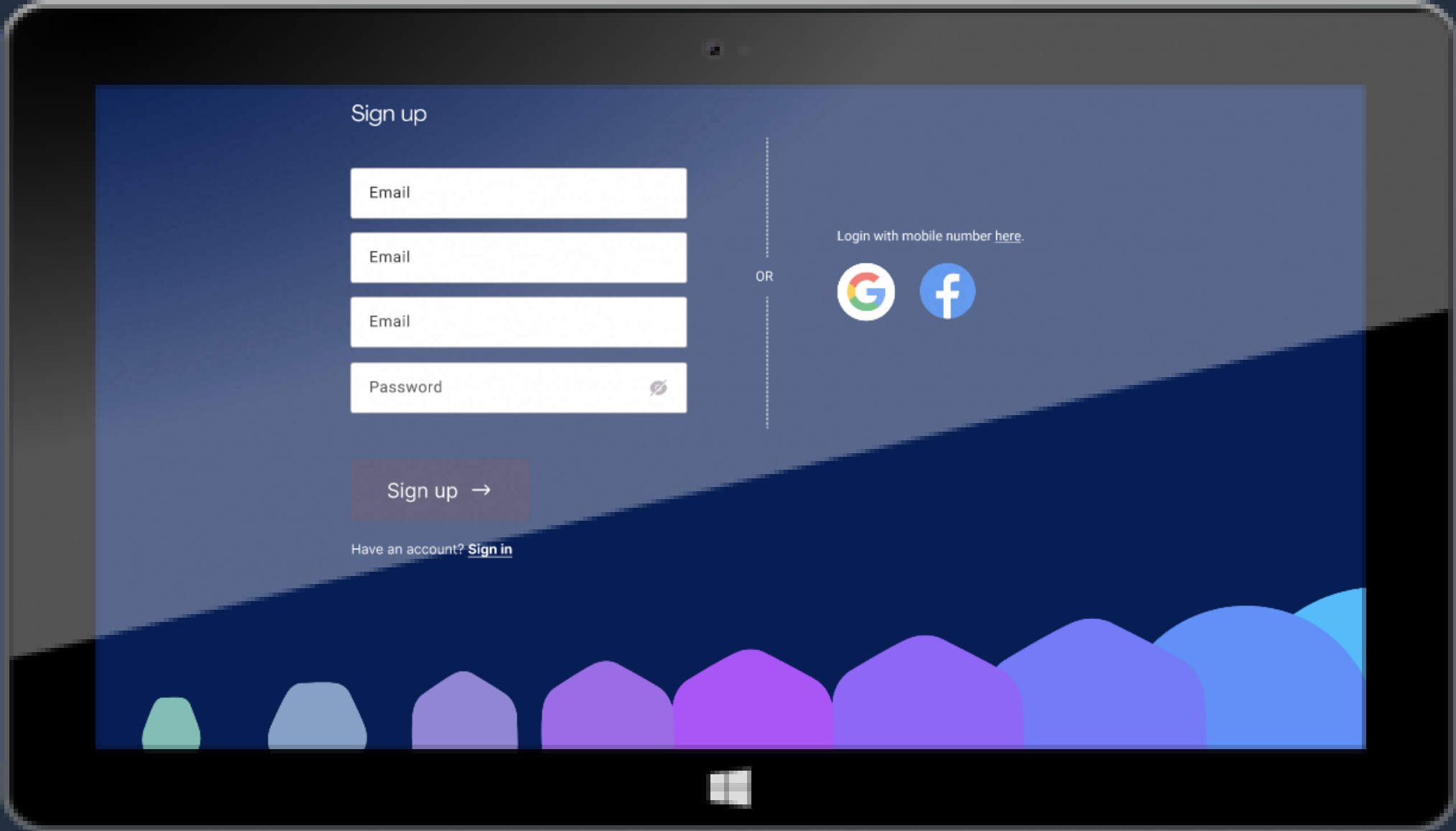


55% Off for 3 months

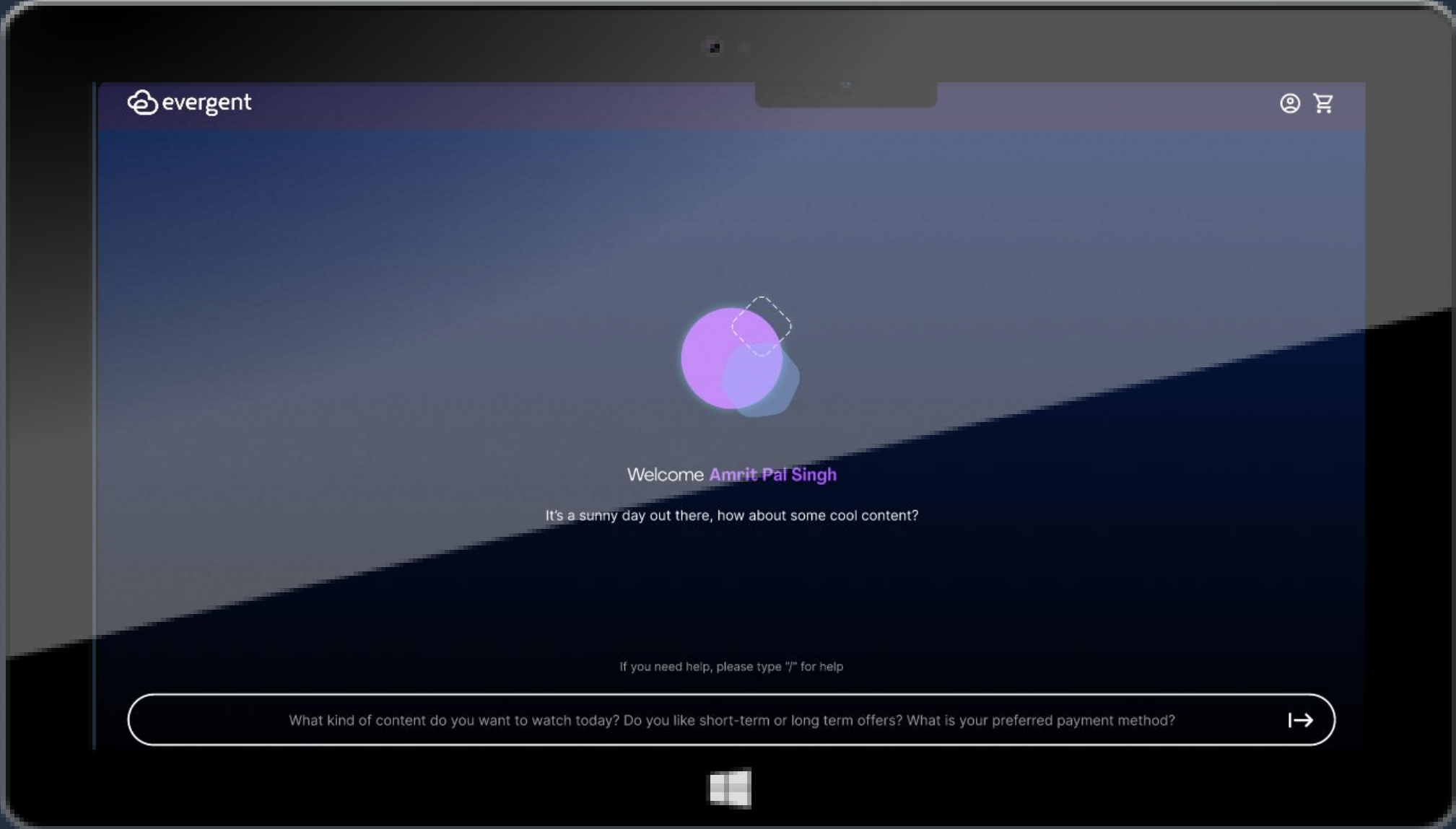
Hey, We have a special offer for you.

55% off for next three months

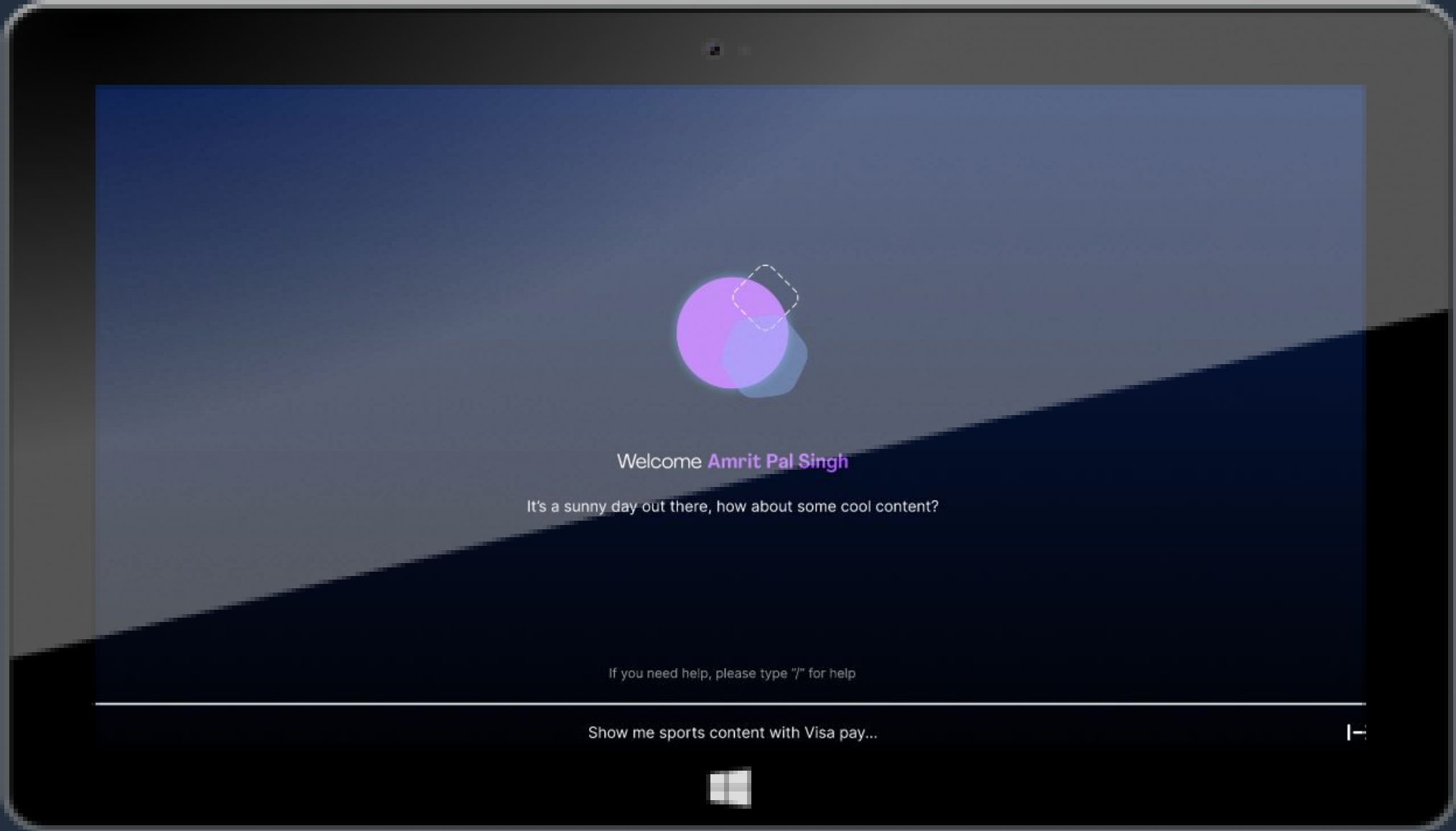
# Storefront Navigation



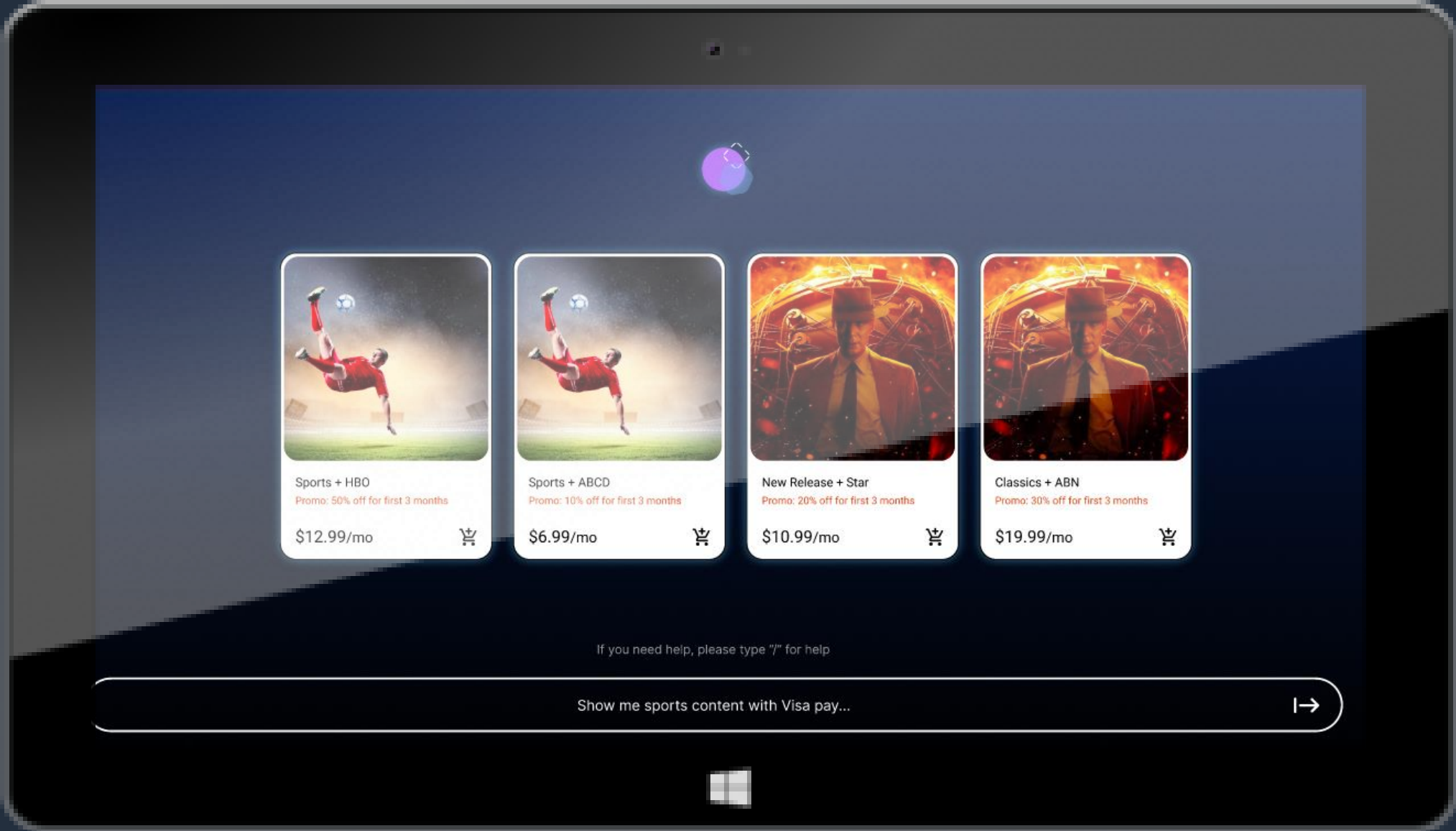
# Storefront Navigation



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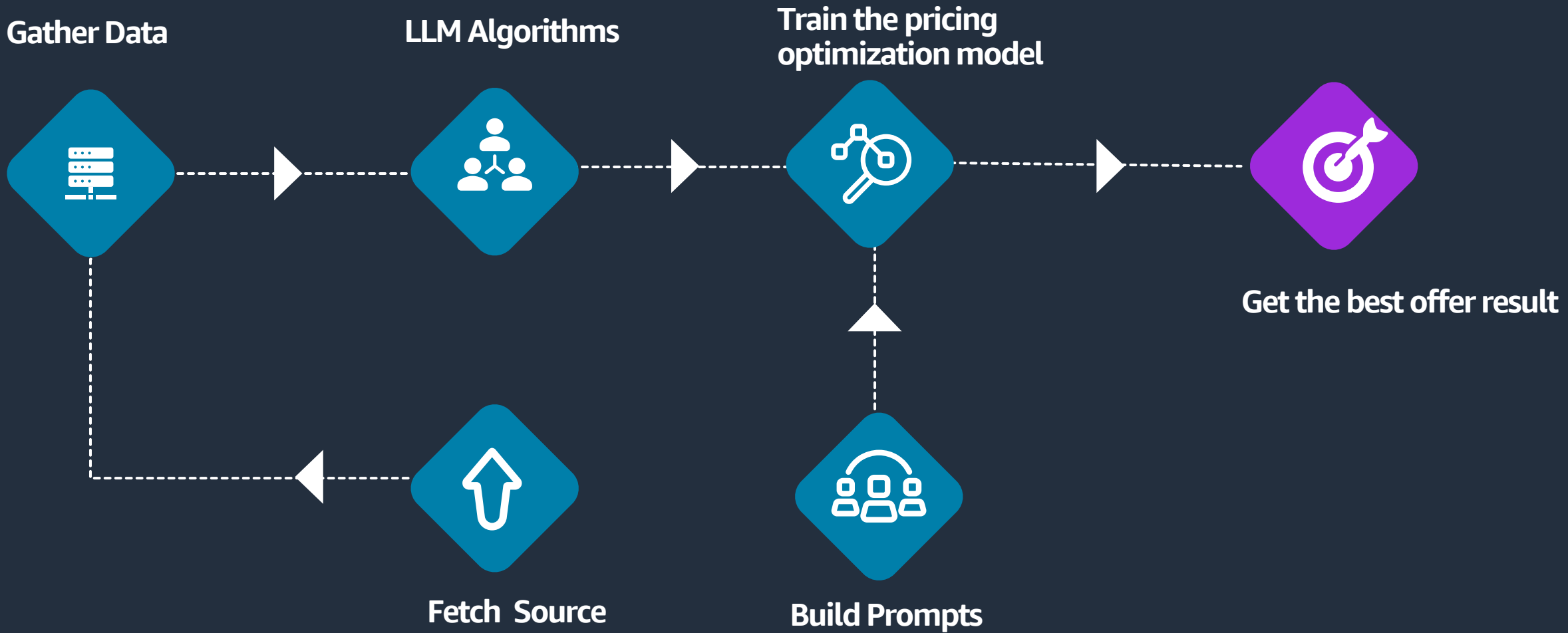


# Storefront Navigation





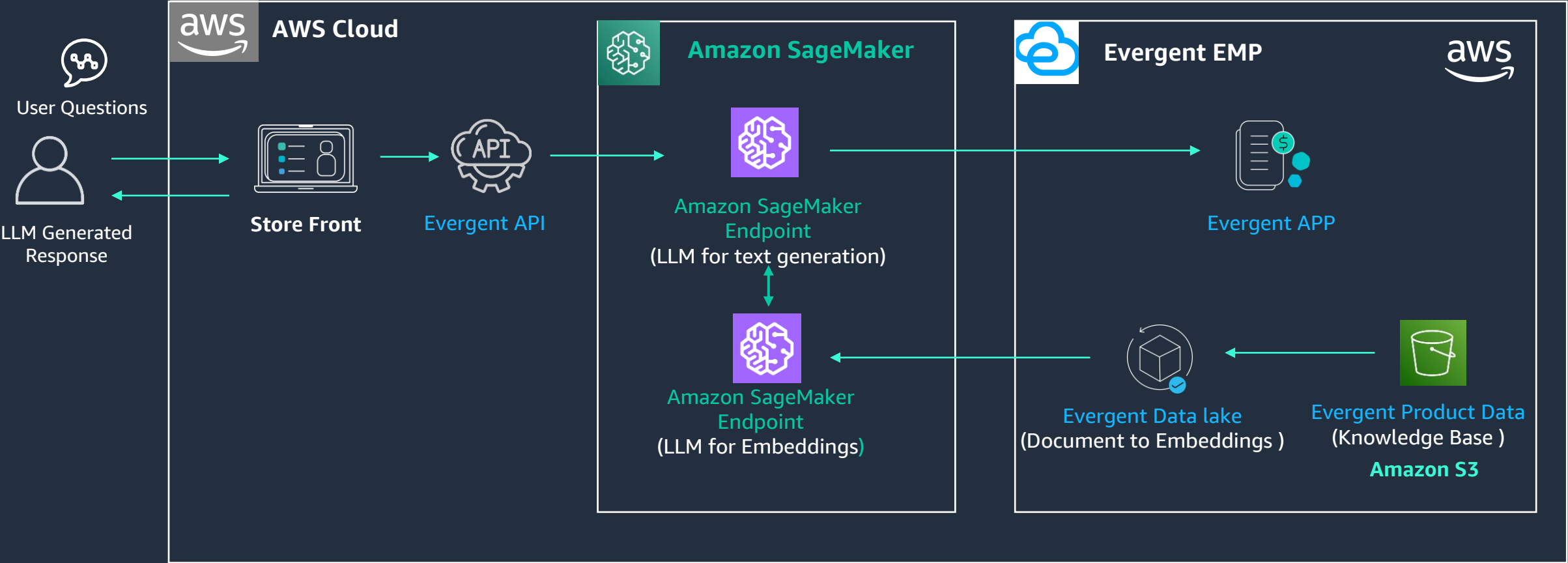
# How LLM Prompt model works



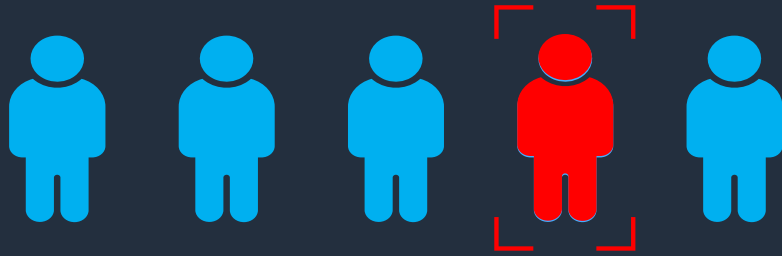


# Proactive Retention

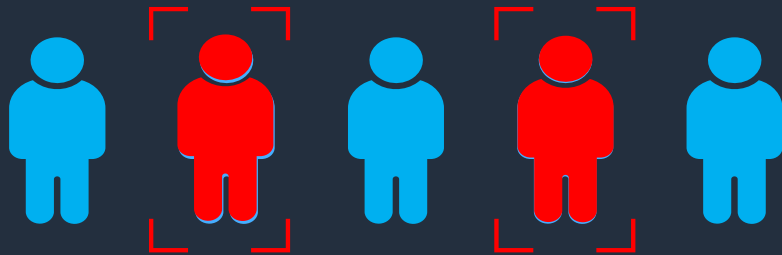
# Architecture for LLM powered Offer Prediction



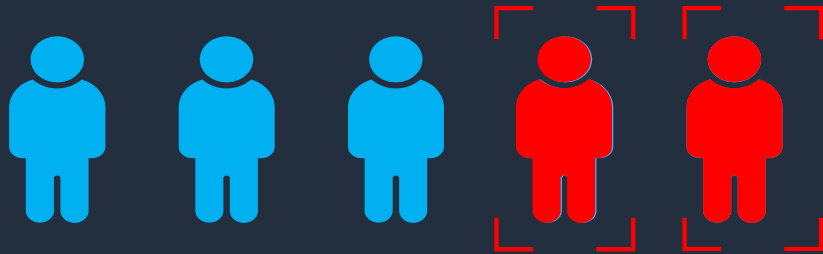
# Reasons Customers Churn



**PAYMENT FAILURES & CARD EXPIRY**

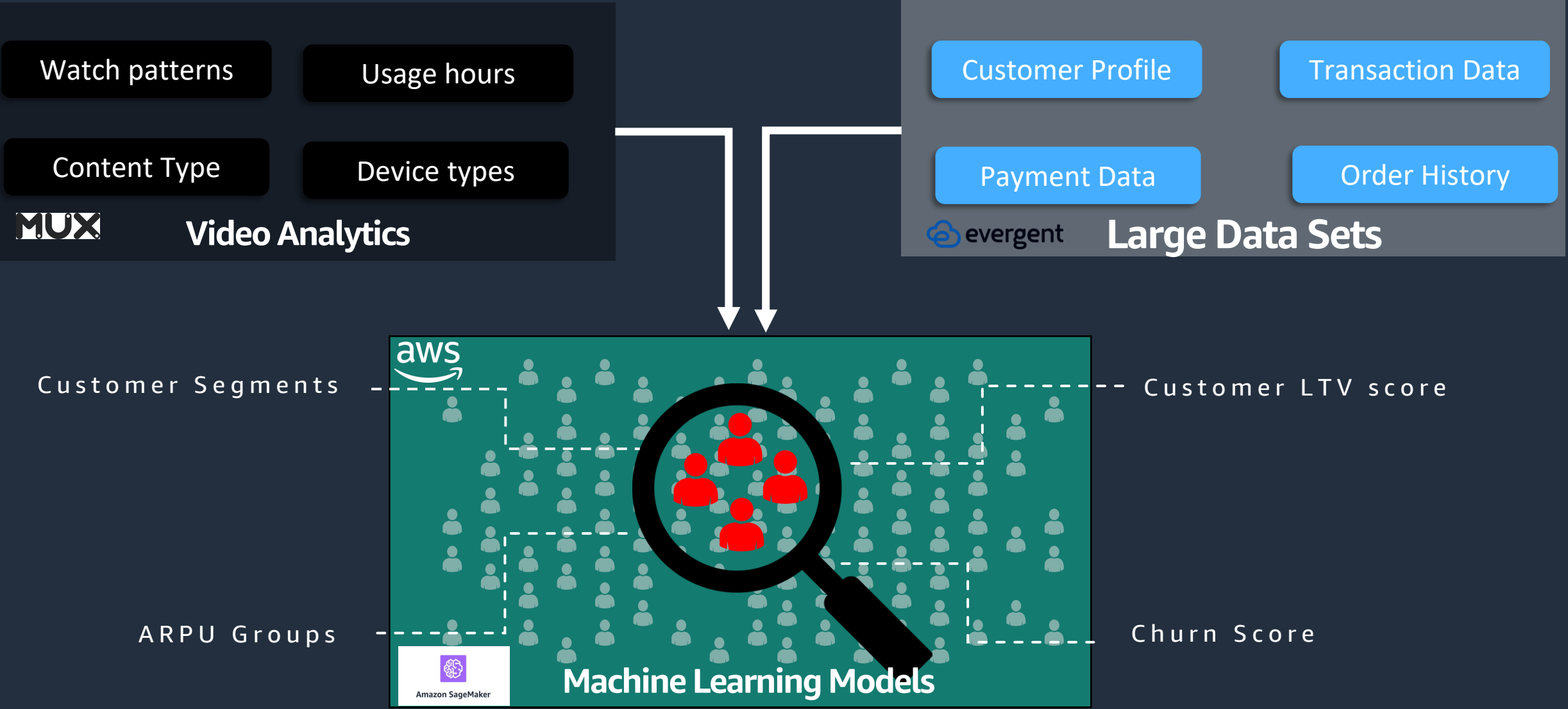


**LOOKING FOR AFFORDABLE OFFERS**

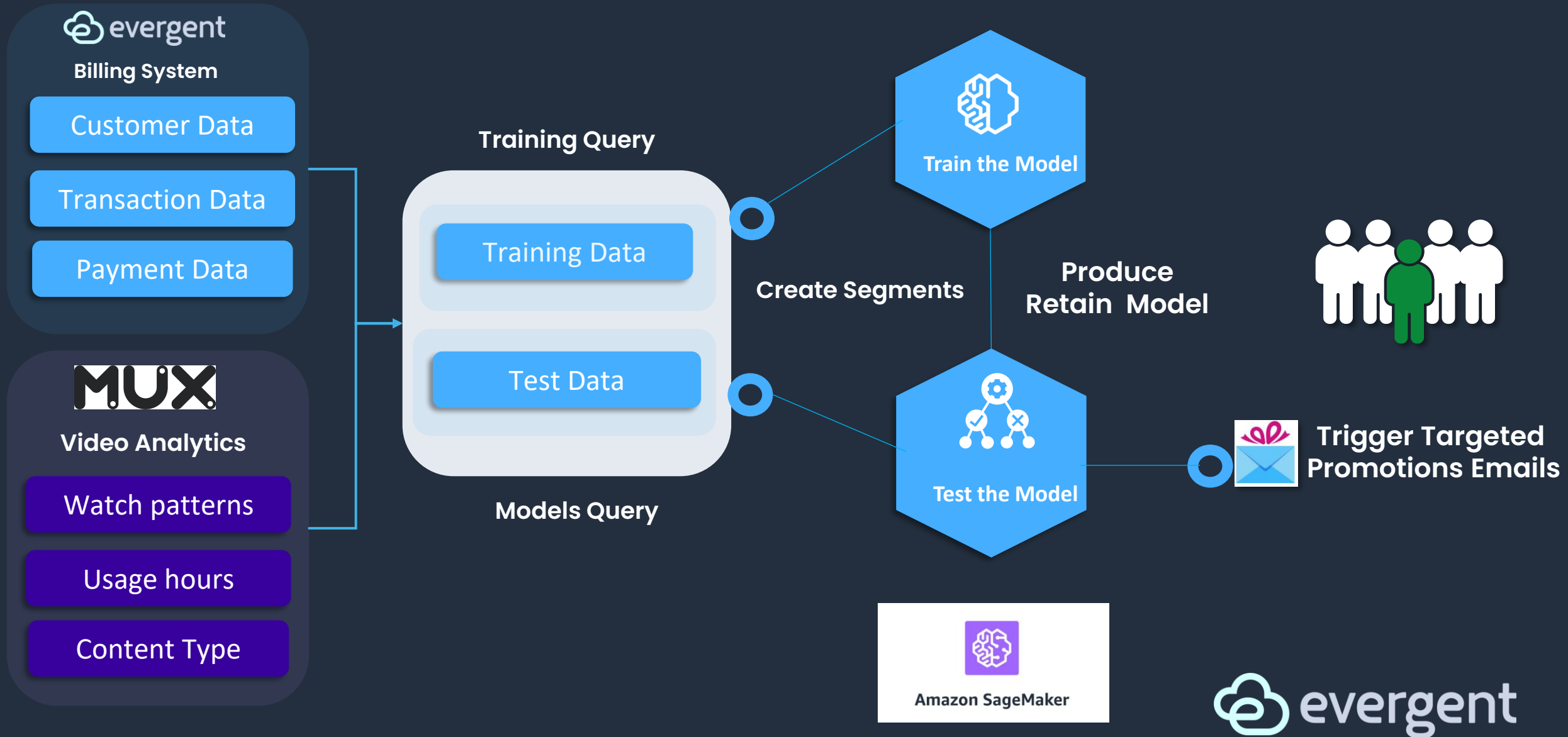


**LOW VIDEO QUALITY EXPERIENCE**

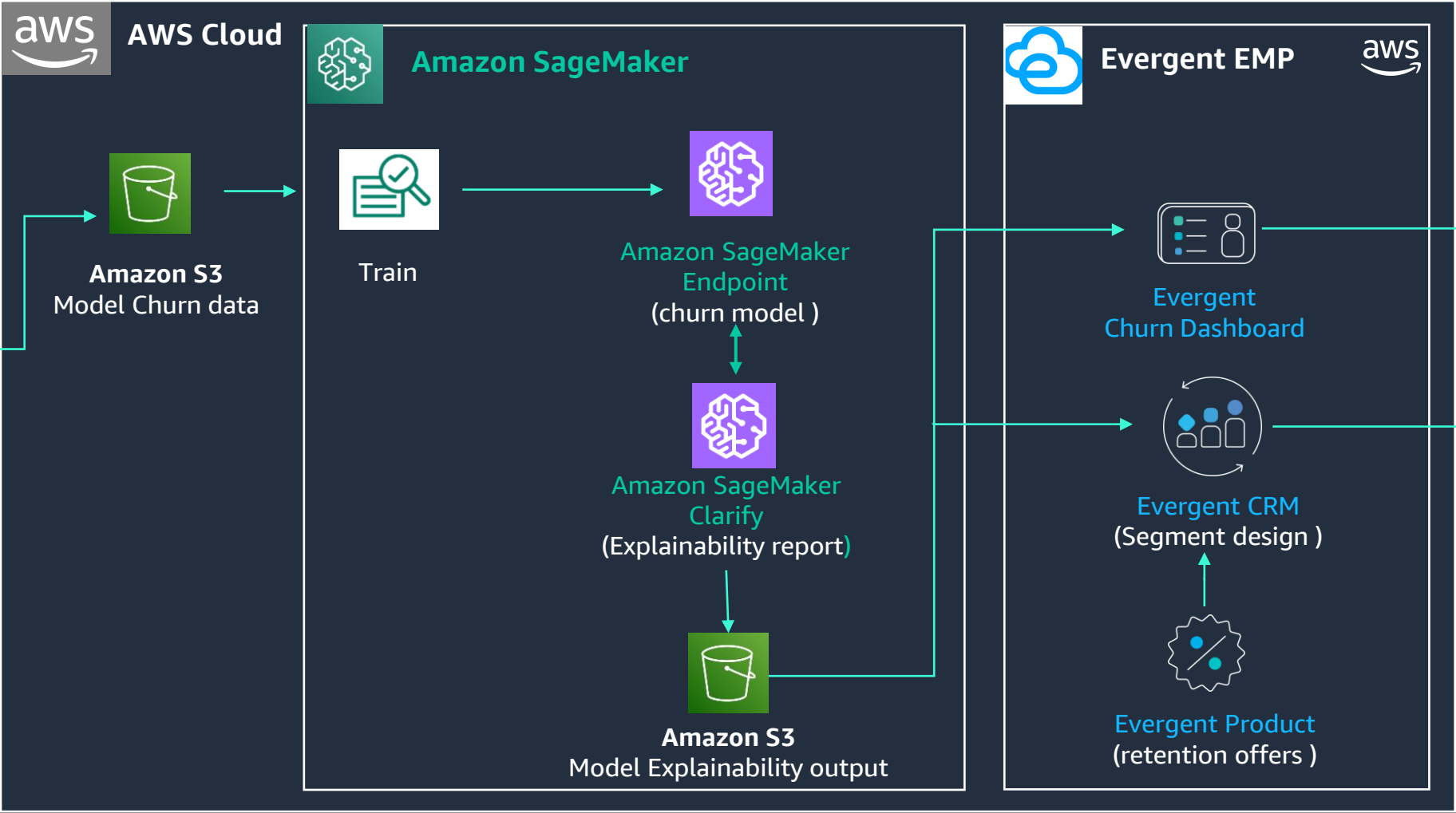
# How Prediction Logic Works



# Machine Learning Churn Prediction Model



# Architecture for Machine Learning Prediction



# Customer Segments

Business Type: Video | Country: US | Time Zone: PST-America/Dawson | Currency: USD | English | User Profile | Settings

Market Areas | Zones and Mappings | **Segments** | Codes Configuration | BU Specific Access | Threshold Parameters >

Business Unit / Advanced Configuration

+ [Search] [Filter] [Menu]

Segment Name	Display Order	Action(s)
Loyal subscribers above 3 years	9	[Trash]
Loyal subscribers between 6 months to 1 year	7	[Trash]
Loyal subscribers between 1-2 years	8	[Trash]
Disconnect and come back with a retention promotion	3	[Trash]
Never went into retries	1	[Trash]
Utilizes grace and success in retries	2	[Trash]
Above ARPU threshold	5	[Trash]
Below ARPU threshold	4	[Trash]

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Definition of Segment Rule at the business level



# Segments for Promotions

**20% Discount For You!**

Promotion Title: 20% Discount For You! | Promotion Category: Product | Promotion ID: 205DPO | Promotion Type: Percentage Off

Basic Info | Commercial Plan | **Advanced Configuration** | Eligibility Rules | History

Sales Groups | Promotion Attributes | More Options

ADDITIONAL ATTRIBUTES

Promo Ends on | Promo Ends on Date | Customer Classification | Segments: **Loyal subscribers...** | External Promotion Types | Payment Modes

No of Redemptions | Redeemed Value: 0 | Allow Multiple Redemptions

EMAIL TEMPLATE CONFIGURATION

Threshold Limit | Email Category | Email Template

**Associated segment to an offer**

- Loyal subscribers above 3 years
- Loyal subscribers between 6 months to 1 year
- Disconnect and come back with a retention promotion
- Never went into retries
- Loyal subscribers between 1-2 years
- Above ADPU threshold

Update



# Thank you!