

# FLYTXT RECEIVES THE 2023 COMPETITIVE STRATEGY LEADERSHIP AWARD

---

*Identified as best in class in the MEASA artificial intelligence in telecom customer experience industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Flytxt excels in many of the criteria in the artificial intelligence in telecom customer experience space.

AWARD CRITERIA	
Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### *Flytxt: Pioneering AI-Powered SaaS to Maximize Customer Lifetime Value*

The telecommunication sector is in the transformative growth phase in the Middle East, Africa, and South Asia (MEASA) region, where they have shifted their focus from offering core connectivity services to providing digital lifestyle services. Given this backdrop, telecommunication companies (Telcos) in the area

*“Flytxt has proven that embedding actionable real-time intelligence within CX workflows optimizes business decisions and outcomes. With its focus on developing ready-to-use SaaS solutions that can be plugged into any CRM or CX systems with ease, Flytxt is truly democratizing the generation and consumption of customer intelligence for creating profitable customer experiences in the digital era.”*

**- Natalia Casanovas,  
Best Practices Research Analyst**

strive to provide greater customer experiences to differentiate themselves and own their most valuable asset of customer relationships. This shift in Telco’s focus from channel proliferation and customer acquisition to Customer Experience (CX) and Digital Experience (DX) makes measuring, monitoring, and maximizing customer lifetime value important.

Even though they have access to modern CX and data management tools and data scientists, Telcos still need help measuring, monitoring and maximizing customer lifetime value. It is a complex, high-dimensional prediction and optimization problem. There are many consumption data points, products, bundles, price points,

etc., and the data and behavior change rapidly and in real-time.

Flytxt, a Dutch company founded in 2008, has solved this problem and made it easier and faster for Telco

*“Flytxt has to its credit many first-of-its-kind applications of AI in CLTV maximization domain, Autonomous AI for Campaign Optimization or Privacy-Preserving AI for multi-party collaborative marketing. The company’s innovation around using Generative AI for digital product design is the latest example of its cutting-edge Research and Development (R&D) effort in this domain.”*

**- Natalia Casanovas,  
Best Practices Research Analyst**

using trillions of real-world data points, powers the company's solutions. This AI triangulates customer behavior, consumption data, product characteristics, and usage patterns to determine optimal decisions for maximizing CLTV across any customer experience workflow. The patented Privacy-Preserving AI effectively solves the cookie-less world with collaborative multi-party data insights while strictly honoring data privacy and localization. Flytxt leverages its innovative AI solutions to address key obstacles and optimize CLTV and product lifetime profitability for subscription businesses worldwide.

Flytxt's Software as a Service (SaaS) solution is a flexible, scalable and reliable platform with various proven, out-of-the-box use cases that any subscription business can rapidly adopt. With an Application Programming Interface (API) framework that adheres to industry standards, this solution can easily and seamlessly integrate with incumbent technology stacks. It reduces the enterprise teams' complexity and effort while optimizing critical business decisions and actions at scale across CX workflows.

Flytxt's AI/ML (Machine Learning) innovation and expertise in the CLTV maximization domain have made it a trusted technology partner to more than 70 digital enterprises across more than 50 countries and top CX platform vendors. Flytxt's unique AI-powered SaaS is now an integral part of solution offerings and marketplaces of global CX platform leaders like Oracle, SAP, and Salesforce, as well as that of Telco digital transformation solutions leaders like Netcracker and Atos.

In the MEASA region, Flytxt is engaging with many leading Telco such as Indosat, MTN, Orange, Etisalat, Ooredoo Hutchison, and Zain for their CX transformation programs directly or through partners. Telcos in the region are using Flytxt's solutions to drive better business outcomes from different CX workflows, like increasing upsell/cross-sell revenue, improving the retention rate, driving higher adoption of digital channels and services, optimizing their offer catalog, or improving the productivity of customer care agents.

Flytxt continues to evolve its SaaS offerings to enable more use cases around the innovative use of its well-trained AI. Telco in MEASA region can harness these solutions to create new data-driven user

businesses to measure, monitor and maximize CLTV through its uniquely differentiated, well-trained, privacy-preserving Artificial Intelligence (AI) solutions. Its core technology is patented, perfected, and proven over 12 years of working with Telco worldwide, driving large-scale CX and digital transformation programs.<sup>1</sup>

The company's solutions employ an out-of-the-box digital twin data model along with exploratory analysis templates and packaged dashboards that can go deeper into data and analyze and derive complex usage/purchase patterns and behavior persona of customers.

Flytxt's specialized AI, equipped with extensive training

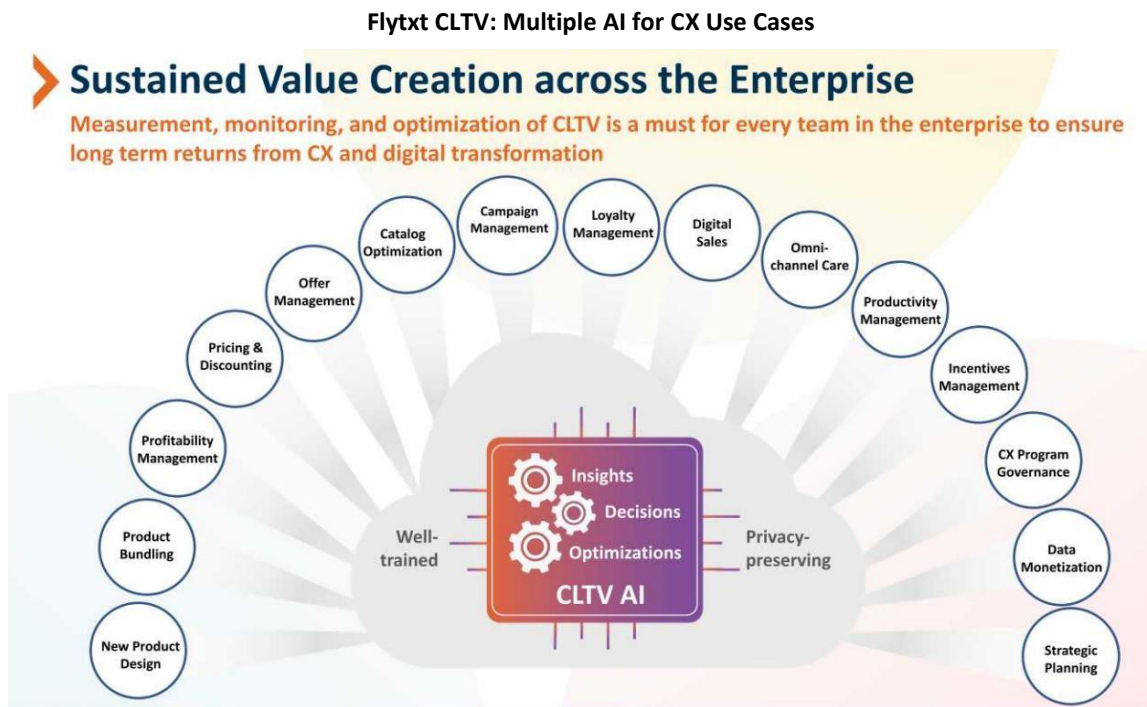
<sup>1</sup> [Who We Are - Flytxt |](#), accessed April 2023



experiences that improves CX and optimizes business outcomes simultaneously.

**CLTV Maximization: Applicability across CX Workflows and Sample Use Case**

To ensure sustained growth and profitable customer relationships, Flytxt envisages CLTV maximization as an enterprise-wide business objective, especially for Telco. AI influences decisions and actions in areas like upsell/cross-sell campaign design, product and offer bundling, digital sales, or proactive customer care and retention. The company foresees broader applicability of its unique technology for business teams across strategic business units and functions to optimize more of their decisions and actions towards CLTV maximization. With its clients and partners, Flytxt is discovering new opportunities and use cases for creating innovative data-driven digital experiences with measurable business outcomes.



Source: Flytxt

Flytxt’s current portfolio of solutions to maximize CLTV includes Omni-channel Customer Value Management (CVM), a Cloud-first, easy-to-use solution packaging AI, automation, and analytics that can execute Omni-channel CVM use cases out-of-the-box. It also offers AI for CX, packaged SaaS solutions that seamlessly integrate with any CRM/CX environment via standard APIs and deliver accurate decisions and timely actions for driving higher Return on Investment (ROI) across Telco CX workflows spanning functions of marketing, product management, customer care, and digital sales, among others.

Federated Marketing, powered by Flytxt’s patented Privacy-preserving AI, enables Business-to-Consumer enterprises to collaborate and share insights on common customers’ usage behavior without moving any raw data for driving joint marketing use cases. The Federated Marketing solution is currently in beta mode, and Flytxt plans to launch the product by the last quarter of 2023 or early 2024.

Flytxt has to its credit many first-of-its-kind applications of AI in CLTV maximization domain, Autonomous AI for Campaign Optimization or Privacy-Preserving AI for multi-party collaborative marketing. The company’s innovation around using Generative AI for digital product design is the latest example of its cutting-edge Research and Development (R&D) effort in this domain.

Flytxt's AI for CX offering encompasses several key solutions. **AI for Digital** provides insights into user personas and journey patterns, driving user engagement and adoption of digital channels. **AI for CX** governance leverages AI power to assess CX programs, offering a comprehensive framework, computation models, and actionable insights to enhance the overall customer experience. **AI for Care** provides valuable insights for customer care agents and self-care channels, while **AI for Marketing** optimizes sales conversions, predicts churn, and offers insights to win back customers.

**Sample AI for CX Use Cases<sup>2</sup>**

Sample AI for CX Use cases	Business Outcome	User Experiences enabled by Flytxt’s CLTV AI
Digital Activation	<ul style="list-style-type: none"> <li>Higher daily/monthly active user base</li> <li>Better app revisits and usage</li> </ul>	<ul style="list-style-type: none"> <li>Automated grouping of app users into cohorts based on user persona reflecting channel and service usage patterns and digital journeys.</li> <li>Identify milestones in the early life of engaged and disengaged users to select different courses of action across the user journey.</li> <li>Get a real-time view of digital engagement metrics like increased active user base, repeat usage, or increased service consumption on specific digital touchpoints.</li> </ul>
Content Usage Accelerator	<ul style="list-style-type: none"> <li>Increased content consumption</li> <li>Higher subscription for content services</li> </ul>	<ul style="list-style-type: none"> <li>Deliver users with more relevant &amp; personalized content recommendations in real-time across multiple channels.</li> <li>Get AI-guided suggestions on a mix of content/category/products based on usage patterns, contexts, and content metadata at scale.</li> <li>Get niche or obscure long-tail content at scale to improve engagement rate and revenue.</li> </ul>

<sup>2</sup>Flytxt’s Briefing Deck, accessed May 2023

Upsell/Cross-sell Accelerator	<ul style="list-style-type: none"> <li>• Higher Conversions</li> <li>• Uplift in Revenue</li> </ul>	<ul style="list-style-type: none"> <li>• Discover untapped segments to maximize upsell/ cross-sell opportunities.</li> <li>• Get insights on the affinity of products for customers/segments to create dynamic product bundles.</li> <li>• Get a prioritized set of the next best offers and channels for each customer fitting behavior and current context to maximize conversions.</li> <li>• Get AI-recommended new campaigns and offer designs that can give better returns</li> </ul>
Retention Accelerator	<ul style="list-style-type: none"> <li>• Better Retention</li> <li>• Improved Winback</li> </ul>	<ul style="list-style-type: none"> <li>• Get an accurate prediction on churn and win-back against each customer, along with causal factors.</li> <li>• Discover high-priority churn clusters based on customers’ churn score, win-back score, and value tier.</li> <li>• Trigger timely actions for preventing churn using NBA and offers.</li> <li>• Get AI-recommended new campaigns and offer designs and suggestions to improve the performance of existing retention campaigns.</li> </ul>
Proactive Service Accelerator	<ul style="list-style-type: none"> <li>• Improved Agent Productivity</li> <li>• Better FTR resolution</li> <li>• Higher self-care adoption</li> </ul>	<ul style="list-style-type: none"> <li>• Get the issue/context of the customer calling on the agent screen for proactive resolution.</li> <li>• Get predicted customer issues affecting the service availed or even an anomaly in his experience.</li> <li>• Map the customer calling on the care center with the agent most suitable to handle the customer’s issue.</li> <li>• Get real-time intelligence on customers calling on the call center to ensure quick resolution</li> </ul>
CX Value Assurance	<ul style="list-style-type: none"> <li>• Improved CSAT</li> <li>• Higher Revenue &amp; Profitability</li> </ul>	<ul style="list-style-type: none"> <li>• Assess the performance of the customer experience transformation programs leveraging our value assessment framework.</li> <li>• Get assessment scores at individual, service, tier, journey milestones, and at the enterprise level showing the impact of the transformation program</li> </ul>

## Conclusion

---

Flytxt is a pioneer in providing Artificial Intelligence (AI)-driven Software as a Service (SaaS) to maximize customer lifetime value (CLTV) for subscription and usage-based businesses. The company's core unique selling proposition is its privacy-preserving AI which is well-trained with trillions of real-world data points from across the world. They are harnessing this unique AI to create packaged SaaS solutions that can feed deeper insights and next-best decisions to various CX workflows to optimize business outcomes. This variety of solutions help Flytxt's clients and partners to generate tangible value from improved customer experience, streamlined products, optimized campaigns, or increased sales conversions.

Flytxt's proven track record in delivering tangible outcomes to clients and commitment to cutting-edge Research and Development in AI/ML (Machine Learning) positions the company as a pioneer in CLTV Maximization across all business functions for subscription businesses. The company aims to expand its market reach in the MEASA region through direct sales efforts and strategic partnerships with global CX platform vendors and digital transformation solution providers.

With its strong overall performance, Flytxt earns Frost & Sullivan's 2023 MEASA Competitive Strategy Leadership Award in artificial intelligence in the telecom customer experience industry.

## What You Need to Know about the Competitive Strategy Leadership Recognition

---

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



