



## **Advanced Predictive Analytics Offering from XIUS** **Emphasis on Enriched Customer Experience and Incremental Revenues**

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XIUS, a leading supplier of telecom, mobile payments technology and enterprise offerings today announced the availability of its next generation predictive analytics platform, XIUS AMPLIO. The latest version comprises of advanced features and futuristic functionalities that will address the growing needs of clients. Market feedback and in-depth analysis coupled with the relentless efforts of XIUS R&D team has led to this evolved solution that will better align to future business needs of most organizations.

Built on the company's Predictive Data Modeling platform, XIUS AMPLIO combines real-time analytics and the hidden value of customer profiling to deliver enriched end-user experience. The revamped solution will enable mobile operators and enterprises to do away with the age-old practice of offering standard plans & packages. Service providers will now be able to offer diverse and dynamic portfolio of services through targeted marketing based on customer insights and needs.

More than a year ago, XIUS AMPLIO was first launched to optimize utilization of core data networks and monetize available bandwidth through differentiated service offerings. The initial version helped service providers to accelerate their data revenues and improve consumers' uptake of data services. Analytics made it possible to target end users with differentiated data packages at specific time periods to ensure that operators' network capacities are optimally utilized.

The advanced XIUS AMPLIO would help in generating value sources of customer insights to enhance customer experience and improve monetization through continuous application of operational efficiency. By means of this solution, XIUS offers a unique personalized engagement model that not just targets an improvement in revenue but also reduces churn over a period of time with sustained joint effort.

G V Kumar, CEO and Managing Director of XIUS said, “By implementing advanced analytics, application and action, organizations will be able to deliver richer, personalized experiences for their consumers. We have been working with one of our clients, a global mobile operator on the churn prediction model. Our analytics engine assessed the usage behavior of customers and predicted, with an accuracy of over 80 percent, those that had a high propensity to churn. With collaborative effort, mobile operators can reduce their marketing spends significantly, in certain cases up to 40 percent. This would allow Communication Service Providers (CSPs) to target their offers only to that segment of customers certain to churn”.

From a CSP perspective, XIUS AMPLIO facilitates to segment / micro-segment telecom customers basis defined objective, promote cross-sell / upsell offers, deliver personalized customer experience that enables mobile customers to move up the segments, proactively predict and curb churn, optimize core network usage and create effective distribution line up – all this and much more, using predictive analytics.

The solution can be implemented using cloud or on premise model. XIUS is offering monthly subscription plans to interested customers.

## **About XIUS**

XIUS is a mobile technology specialist focused on real-time transaction processing in Mobile Infrastructure & Services and Mobile Banking & Payments.

The company is all geared up to address India’s nascent VNO market. XIUS, a division of Megasoft Limited, brings together premium technology and outstanding value-added solutions for customers globally. Over 25 years of telecom expertise is proven by more than 230 deployments and customers that include Tier 1 mobile operators, MVNOs and large enterprises across 5 continents. Its strong belief in innovation reflects in the filing of 120 patents, with 35 awarded to date.

XIUS mobile infrastructure solutions process & manage in excess of 350 million calls / data sessions a day and the mobile payments solutions manage over \$US 1 billion worth of payment transactions monthly.

To know more, please visit [www.xius.com](http://www.xius.com).

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