

Case Study – Sales Volume Increase



The Customer

Cellular operator

Challenge:

Management was seeking creative ways and methods to increase subscriber base, increase ARPU and reduce churn.

Solution:

Mobile2CRM added an auto-call-recording service for commercial and business customers.

Outcome and benefits:

The customer base is now showing signs of significant growth, with a double-digit growth (%) and an accelerating drop in churn rate .

“An overcrowded market with a raging price war forced us to consider innovative ways in which we can differentiate our services, protect our subscriber base and increase revenues.

Mobile2CRM enabled us to quickly launch a premium service that helped us deal with the situation”

The operator's CMO