

# Improving Customer Lifetime Value by Leveraging Advanced Statistical Techniques

Case Study | Predictive Analytics

## MAJOR SERVICE PROVIDER

### THE PROBLEM

A large, regional North American service provider had been experiencing flat revenue growth for the past four years.

During a re-shuffling of the C-Suite, the company made a bold investment in using analytics to find new revenue-generating or cost-reducing measures.

As a pilot, the client wanted to create a more systematic approach to improve the yields generated from subscription pricing on a spectrum of services in their region.

### THE SOLUTION

The company had already produced an analytical platform, which they were using to generate simple insights, but it was barely justifying its cost.

Mastech InfoTrellis worked with the client to develop a set of pricing optimization models that were piloted in multiple market areas.

Several other methods of leveraging the analytical platform were proposed as well, with an eye towards making the platform profitable for the company.

### THE OUTCOME

The final solution was ultimately deployed across all regions in which the client operated.

Overall yield was boosted by 2%, which amounted to approximately \$1.5B for a multi-billion-dollar annual service portfolio.

Mastech InfoTrellis has been engaged to further refine these models, and as a trusted partner, has been charged with not only finding ways to use the analytical platform more, but also to manage it.