



rewardsco

## Vodacom Upgrades Case study

# Driving Sustainable Growth and Revenue Accretion

## Overview:

As Vodacom's premier retentions partner, we have consistently delivered impressive growth and revenue accretion, even in the face of economic constraints. Here, we will showcase how our deep understanding of customer segments, needs and a seamless approach to matching customers with the right products and services has enabled Vodacom to not only retain but significantly grow its customer base.

## Challenge:

Vodacom turned to us for assistance in retaining and growing its customer base in a challenging economic environment. The ask was twofold: retaining existing customers while also identifying opportunities for upselling and cross-selling to maximise revenue.

## Solution:

Our approach to addressing Vodacom's challenge was rooted in a profound understanding of customer segments and their specific needs. We engaged customers through a strategic blend of outbound initiatives and exceptional customer service. The key to this success lay in seamlessly matching customers with tailored products and services. To achieve this, we harnessed our intellectual property encompassing data, streamlined processes and cutting-edge technology.

## Results:

The outcomes of our collaboration with Vodacom in the field of upgrades speak for themselves.

Our partnership with Vodacom spans several years and during this time, we've consistently delivered substantial growth and revenue accretion. Even in 2023, amidst challenges, we've maintained our momentum. On average, we have facilitated 250,000 upgrades per year, generating an accretive revenue of \$3 per customer. This enduring success exemplifies our ability to not only meet but exceed our partners' expectations, driving sustainable growth and financial gains year after year.

## Our Partner's Success in Numbers

