

Personalization & Recommendation of RBT

Enabling an N=1 user experience

Powered by MoogaSM

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About The Operator

- ❑ The Operator is an Indian company offering telecommunication services in 18 countries.
- ❑ It is one of the largest cellular service providers in India, with a base of more than 200 million subscribers

Background

- ❑ In an intensely competitive market, to have a leading edge, the operator wanted a solution that could analyze user's transactions in order to understand patterns, user behaviors and other details so as to make their user interface (across all channels) more intelligent and dynamically adaptive. The solution demanded an intelligent middle-ware that could talk to content database, analyze data and pick up the most appropriate content for every user individually. The operator also wanted a technology that could help it increase its RBT ARPU (which had hit stagnation); and help it monetize its Content Catalog more efficiently.

Challenges/Requirements

- ❑ One of the biggest challenges that every operator is facing today is to show the right content to the right user at the right time. According to an empirical research, it has been found that it takes almost 10-12 clicks and an average of 4-5 minutes for a user to get the content of his desire. The Operator was looking for a solution that could address this issue.
- ❑ Addressing this issue required a powerful Personalization and Recommendation framework which could not only adapt to an individual's taste but could also understand Wisdom of Crowd and Commonalities amongst users. One of the challenges that iKen Solutions faced was to develop a self-learning solution which could work in real-time and take care of item filtering, collaborative filtering and adaptation to individual interests.
- ❑ Another requirement was that the solution should be able to work seamlessly and be integrated with the existing CMS of the Operator without restructuring their database schemas and contents. The Operator also wanted to be able to configure and change the system based on their requirements (such as changing business rules, etc.).

POC for Personalized RBTs: Scope

- ❑ The Operator proposed 4 different markets in India with varying traffics, diverse demographics, mixed consumption of music; which could be representative for other markets. The chosen circles were Maharashtra/Mumbai, Punjab, Orissa and Karnataka.
- ❑ RBTs get downloaded through various channels such as WAP, USSD, IVR, *Copy, OBD, etc. Implementing Mooga services on a Virtual Number (VN) was step 1. Based on results, integration on other channels was to be encompassed. A virtual number is a short/long code which subscribers dial in to listen to a sequence of songs. They can select a song of their choice anytime by pressing a *.
- ❑ Before Mooga deployment, the Operator would play a set of 5 songs randomly every day for all its subscribers (irrespective of their likings). If a user didn't find a song of her interest after calling the VN, she would hang up and call back after some time to get to listen to a new set of songs. This would go on till she would finally come across a song of her choice.
- ❑ The POC lasted for 45 days and during this period, we provided Personalized Recommendations to each and every subscriber differently. Mooga created individual profiles of the subscriber base and gave Personalized Recommendations to each and every individual based on her taste and liking (i.e., **on an N=1 level**). The sequence of songs would dynamically change in real-time from session to session.
- ❑ Since Mooga is a self-learning system, Recommendations would get more and more precise and relevant with time (as the system learns more about the user).

Results

- ✓ Revenue Increment: This increased by **over 120%** on the VNs which Mooga was powering
- ✓ Average number of downloads: It increased by a staggering **150%** over the VNs in just a span of 45 days.
- ✓ User Conversion ratio (No. of Subs who downloaded a song as a % of No. of Unique Callers to the VN): This increased by over **6 times** as compared to pre-Mooga ratio
- ✓ Sales Distribution: Mooga helped the Operator monetize its Long Tail Catalog more efficiently. For eg: in Karnataka, **over 900 different RBTs** were selling daily as against 5 (before POC). Hence the Long Tail was contributing more to the Revenues.