



## Vodafone Fiji Case Study



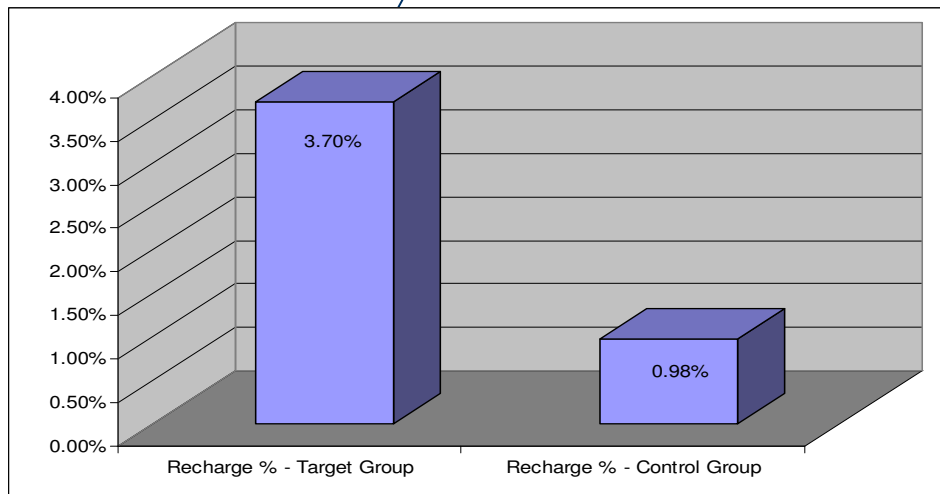
## Case Study: Vodafone Fiji Prepay Anti-Churn campaign

- The Recharge Incentive Campaign targets prepaid mobile subscribers who have reached the expiry date
- These customers have effectively churned
- Campaign was designed to “win-back” the customers by giving them an incentive to recharge within 3 days
- Customers are sent an SMS giving them an incentive to recharge greater for over \$5 within 3 days
- A credit of \$11 airtime applied for recharging



## Results: Prepay Anti-Churn Campaign

**Key Result:**  
Prepay Anti-churn Campaign  
increased recharge rates by 279%



- 3.70% recharge rate v's 0.98% in control group
- Increase of 279%
- Immediate ROI

