SPARK BEYOND

AI for 'Always Optimized' Telco Operations

SPARK ⊬ BEYOND

About us

Established in 2013 to accelerate AI-powered problem-solving.

Since then we have **delivered $Bns in tangible ROI** for our customers **across 100s of use cases.**

Mission

Unlock AI-driven **'Always Optimized' KPIs** for any organization

Global Footprint

Presence across Asia, Europe and US with employees spread across **8 countries**

Partner first DnA

Partner-first organisation with global reach with GSIs

Industry Validated

100s of success stories across within **Fortune 500 companies globally**

Enterprise Ecosystem

Azure   aws   Google Cloud

ChatGPT   Claude   Gemini

Our Technology
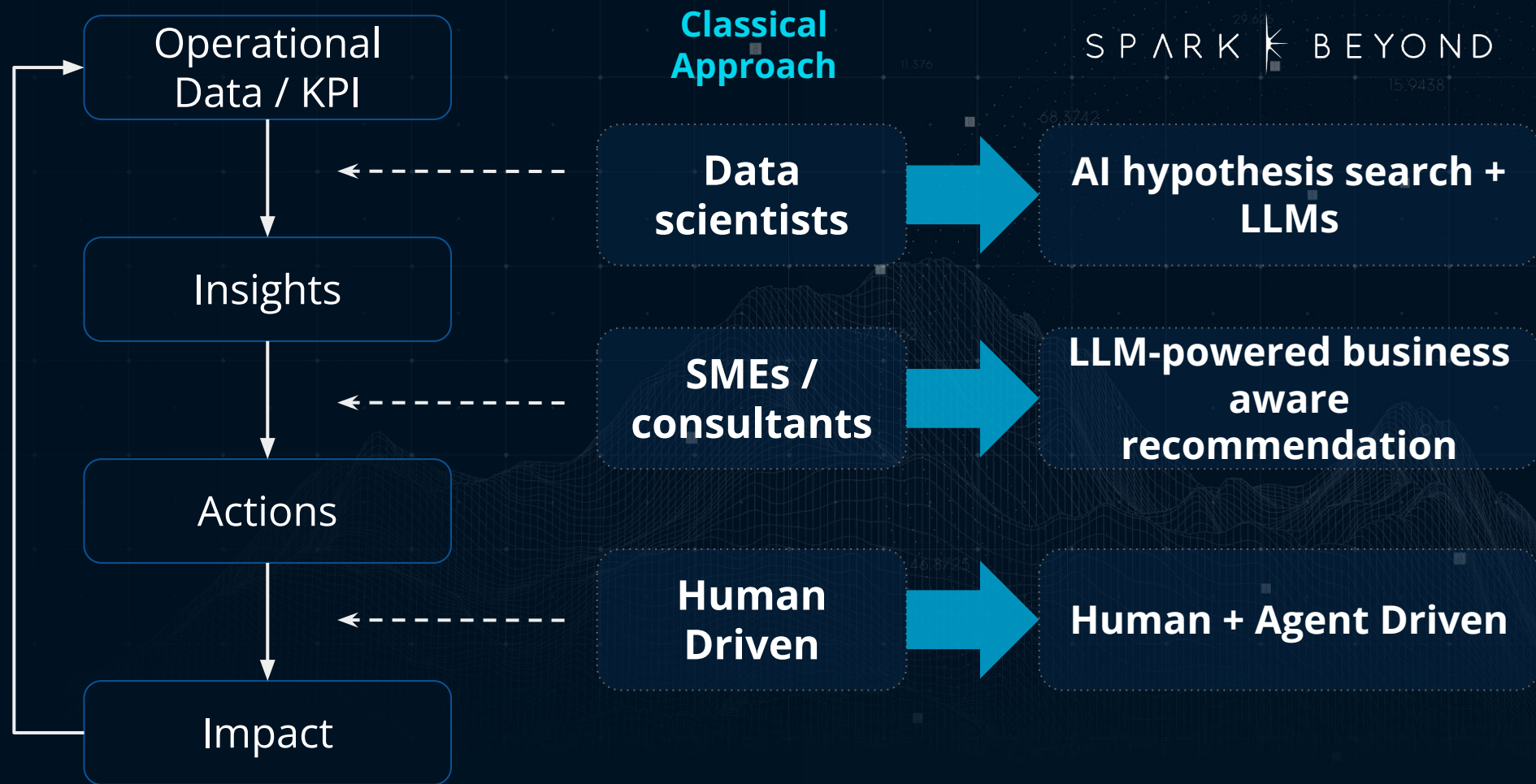
SPARK BEYOND
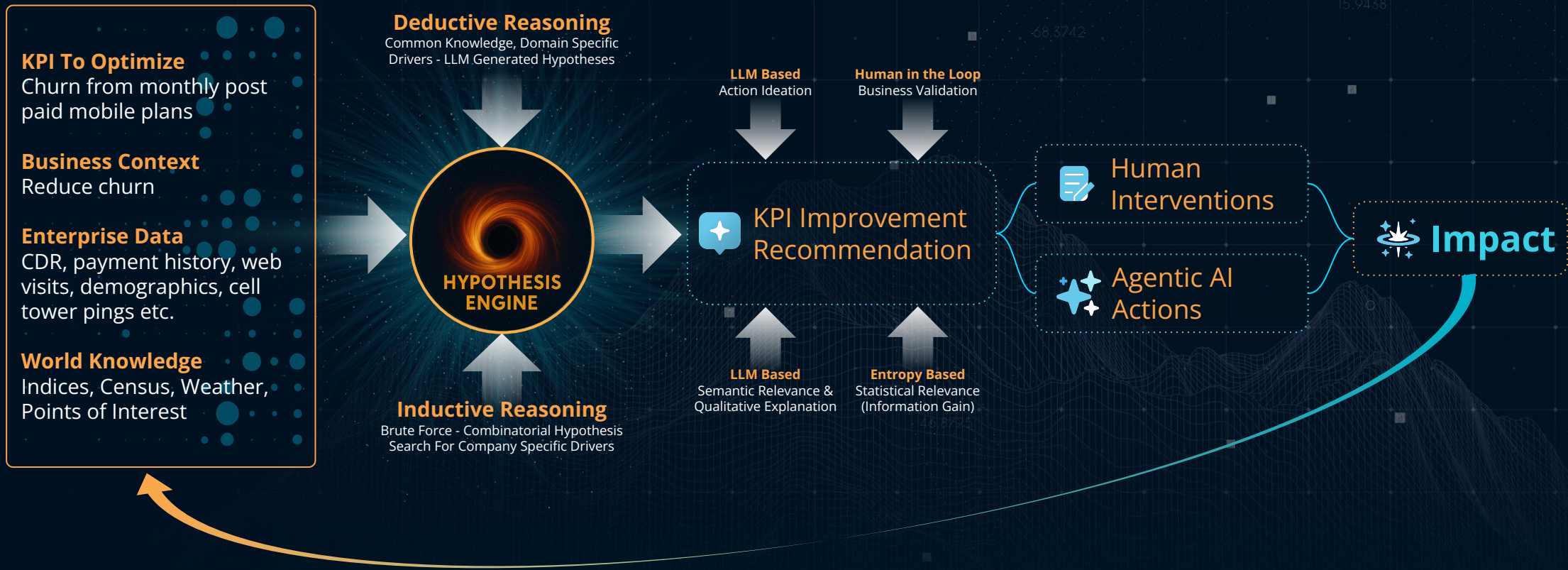
Telco Use Cases
Top-line and bottom-line impact generating

Marketing & Commercial strategy

Campaign effectiveness
Discover evolving insights on customer segments to improve marketing campaigns

Churn / Retention
Identify high risk churners and 'value reducers', i.e., those who will reduce their spend or usage

Product cross-sell & up-sell
Dynamic predictions of whether someone will purchase a category of telco offerings

Maximise LTV
Decouple localized drivers of loyalty & sales - send optimal offers to maximise returns on investment on customer engagement

Cost Improvement

Collections Management
Audit the claims at scale to optimise claims payout and reduce claims leakage

HR Analytics
Identify high risk employees of low performance

Ecosystem & Data Monetization

Credit Scoring
Utilise telco data for alternative credit risk scoring for financial services companies

Affiliate Marketing
Monetise telco data via identifying high propensity segments for clicks and purchases with retailers

Loyalty Programs
Maximise customer loyalty with augmented insights with partner data

Insurance
Activity data monetization for alternative medical underwriting

Credentials

Always-On Revenue Leakage in Prepaid-to-Postpaid Migration

SPARK BEYOND

Saved $4M annually by cutting defaulters in prepaid-to-post paid conversions

CHALLENGE

- A major Southeast Asian telecom provider acquired 30% of its postpaid users from prepaid conversions

- However, the segment showed only a 5% conversion rate and a 30% default rate, resulting in over **$6.5M in annual revenue leakage**

- The goal was to replace basic rule-based lead filtering with dynamic models using richer data

RESULTS

- Captured 60% of likely defaulters, saving **~$4M annually**

- Reduced lead volume 10x (lowering costs) while improving **conversion by 2%, driving ~0.3%** top-line growth

APPROACH

- Developed a framework to select leads based on each customer's incremental value

- Integrated Telco data (**call records, billing, CRM, top-up**) with external sources

- Inferred user mobility patterns via cell tower proximity to home, work, and frequented areas
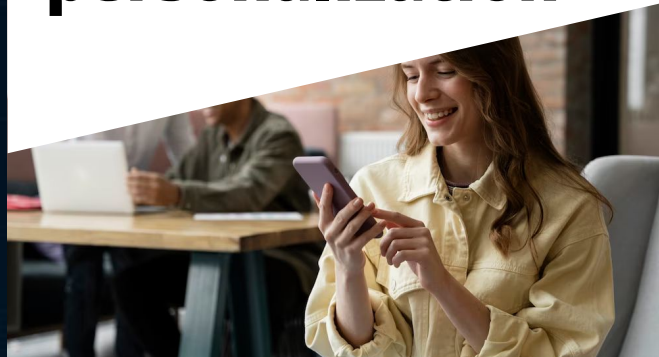
Continuous Improvement of SMS Campaign Performance

Boosted SMS response rate by 270% with data-driven targeting and personalization

CHALLENGE

- One of Thailand's largest Telco operators with **over 30 million customers**

- Challenged to **increase SMS campaign performance** in terms of conversion rate and total sales

- The goal was to **identify the right target audience** with the most effective message and timing

APPROACH

- Connect the dots across multiple datasets including profiles, call detail records, payment history, loyalty programs, usage patterns (voice, SMS, data), browsing behaviors, and location data

- Tested hundreds of millions of hypotheses to identify features linked to conversion and high-value customers

- Extracted target audiences through **micro-segmentation** and **propensity models**

RESULTS

- **Boosted campaign response rate by 270%**, driving customer satisfaction and increasing sales by **5.5M THB**

- Improved customer understanding using explainable features and **ongoing profiling**

SPARK BEYOND

Reducing Monthly Broadband & Pay TV Subscription Churn

Reduced churn with $100M+ run-rate impact through microsegment targeting

CHALLENGE

- Leading North American pay TV and broadband provider
- Suffering from **extremely high voluntary churn** across products
- Existing models failed to identify enough high-risk customers
- Goal: Improve retention by accurately identifying churn-prone users and adapt over time

APPROACH

- Connected profile, payment, loyalty, usage, and browsing data across services, including viewing history and location
- Continuously tested millions of hypotheses to uncover churn drivers
- Extracted high-risk microsegments as precise campaign targets

RESULTS

- Identified churn segments with **5–10x higher propensity** than the base rate
- Pinpointed **20% of churners with actionable reasons**, enabling tailored interventions
- Achieved **$100M+ annual run-rate** impact through improved targeting

SPARK BEYOND

Behaviour Informed Store Location Optimization

SPARK BEYOND

Optimized store locations using behavioral insights from telecom and retail data
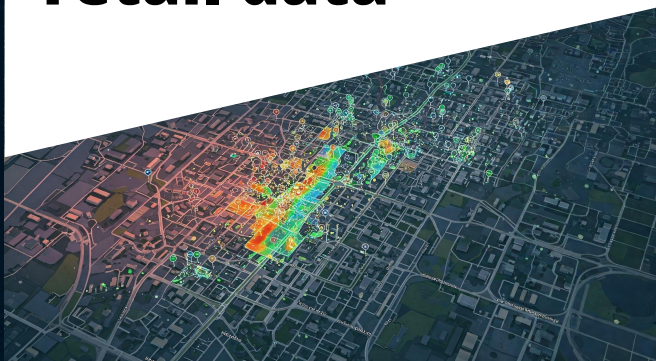
CHALLENGE

- One of Thailand's largest telcos supporting retail operations faced location strategy uncertainty due to **generational and COVID-driven behavioral shifts**

- The goal was to find **strategic sites for new stores** and **prioritize existing ones** based on performance

RESULTS

- Built **highly accurate predictive models** for store performance

- Delivered **explainable insights** into location characteristics based on evolving customer behaviour

- Enabled smarter prioritization and **data-driven expansion planning**

APPROACH

- Connected telco footfall, segmentation, retailer data, and OSM to uncover location performance drivers

- Analyzed population foot traffic and linked segments to high-performing stores

- Forecasted sales at potential new sites using explainable factors for decision support

Smart Meter Installation Errors

SPARK ✦ BEYOND

Understanding installation errors by exploiting logging and geographic data

CHALLENGE

- UK provider of smart city infrastructure was experience different meter installation error rates depending on the network infrastructure being used.

- The goal was to understand what drove this increase in failure and to **predict where installations would require greater time** to complete successfully.

RESULTS

- Built **highly accurate predictive models** for predicting errors

- Delivered **explainable insights** into errors based on geographic data

- Enabled **direct feedback to client suppliers** where hardware issues were identified

APPROACH

- Connected device log, antenna and geographic data to uncover diverse performance drivers

- Model real world impact of overlapping antenna coverage in build up areas.

- Predicted likelihood of installation and created real time monitoring dashboard.

Adaptive Stickiness Improvement of Mobile App Engagement

SPARK BEYOND

Reduced leakage by 7% through targeted engagement experiments and app optimization

CHALLENGE

- Negligible MAU growth, as acquisition matched churn

- Challenged **to achieve high MAU and fast growth targets**

- Goal: Identify triggers to drive user growth and app engagement

RESULTS

Insights led to initiatives that resulted in **~7% reduction in leakage**, including:

- Optimized Earn and Burn strategy to boost stickiness

- Improvements to UI, chat, and interaction functionalities

- General **app performance** enhancements and bug fixes

APPROACH

- **Rapid experiments** to compare active vs. inactive user traits.

- Used behavioral data across categories such as:

  - Content consumption, user events, traffic source, device attributes

  - DWH, CDR, and browsing data