

Winning Back Prepaid Telecom Subscribers Before They Churn



How real-time AI orchestration **identifies** at-risk subscribers, **personalizes interventions**, and **recovers revenue, before the window closes.**

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SIGNAL DETECTION

The Vanishing Act

Subscribers leave in micro-moments your legacy systems never capture.

01 GHOST USER SIGNAL

High Data → Sudden Wi-Fi Only Switch

Heavy mobile data usage **drops abruptly to zero**. The subscriber has found a secondary SIM or consistent Wi-Fi alternative — intent to leave is already forming.

02 FAILED TRANSACTION

Top-Up Attempt — No Retry in 10 Minutes

A user initiates recharge, **payment fails**, and they do not retry. Friction has become a decision point. **Every passing minute reduces recovery probability.**

03 COMPETITOR INTELLIGENCE

Browsing Rival Networks On Your Infrastructure

The subscriber is **price-checking competitors** or running speed tests — using your own network. Active consideration has already begun. **The Time to intervene is now.**

COMPETITIVE ADVANTAGE

From Batch to Real-Time

The real-time approach replaces mass-blast marketing with precision interventions triggered by actual subscriber behavior.

TRADITIONAL TELCO MARKETING	THE REAL-TIME APPROACH
SMS blasts sent at 10:00 AM to all subscribers simultaneously	Triggered 1-to-1 messages based on last-second subscriber activity
Generic "Top Up Now" creative — same for everyone	Dynamic: "We see you're \$2 short for your usual 10GB pack."
Siloed data — SMS, App, and Web operate independently	Unified Customer Profile stitching every touchpoint into one identity
Reacting 3 days after churn has already occurred	Reacting 3 minutes before the subscriber's intervening plan expires.

AUTOMATED WORKFLOWS

The Win-Back Playbook

Four high-conversion trigger workflows, each mapped to a specific churn signal and activated in real time.

<p>TRIGGER 01 · LOW BALANCE NUDGE</p> <p>Low Balance Nudge</p> <p>LOGIC CONDITION</p> <p>Balance < \$1 and no recharge in 24 hours</p> <p>ACTION</p> <p>In-app notification with 1-Click Recharge via saved payment methods</p> <p>IN - APP PUSH</p>	<p>TRIGGER 02 · ABANDONED RECHARGE</p> <p>Abandoned Cart Recovery</p> <p>LOGIC CONDITION</p> <p>User visited the payment page - transaction not completed</p> <p>ACTION</p> <p>"Need help? Here's a 5% discount to finish your top-up."</p> <p>WHATSAPP</p>
<p>TRIGGER 03 · USAGE SHIFT</p> <p>Usage Shift Intervention</p> <p>LOGIC CONDITION</p> <p>User stopped using Video Streaming data (Netflix/YouTube) for 3 days.</p> <p>ACTION</p> <p>SMS offering a "Weekend Binge Pass" to reignite usage habits.</p> <p>SMS</p>	<p>TRIGGER 04 · LOCATION-BASED SAVE</p> <p>Location-Based Save</p> <p>LOGIC CONDITION</p> <p>User is at an airport or an international border.</p> <p>ACTION</p> <p>Real-time push for an International Roaming pack before they swap to a local SIM.</p> <p>REAL - TIME PUSH</p>

MULTI-CHANNEL INTELLIGENCE

Orchestrating the Save

A seamless cross-channel journey powered by identity resolution, AI-optimized channel selection, and closed-loop attribution.

<p>Identity Resolution</p> <p>Recognize the subscriber across Web, App, and Offline touchpoints</p>	<p>Right Channel</p> <p>SMS ignored? Serve a targeted Facebook or Instagram ad to that exact user</p>	<p>Right Offer</p> <p>AI selects: Bonus Data or Price Discount — based on individual behavior</p>	<p>Closed-Loop Result</p> <p>Attribution showing exactly which channel and offer saved the subscriber</p>
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BY THE NUMBERS

The Bottom Line

The business case for real-time subscriber retention is clear and the cost of inaction is fully quantifiable.

<p>GLOBAL ANNUAL LOSS</p> <p>\$100B</p> <p>Revenue lost annually to prepaid subscriber churn across global telecom operators</p>	<p>ACQUISITION PREMIUM</p> <p>5x</p> <p>Higher cost to acquire a new subscriber compared to retaining an existing one</p>	<p>RETENTION UPLIFT</p> <p>25%</p> <p>Average improvement when using real-time triggered vs. scheduled batch campaigns</p>
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- Real-time CDP** enables telcos to intervene at the exact moment a subscriber is at-risk.
- Not hours or days but, later when the decision has already been made and the window has closed.

AI-DRIVEN · REAL-TIME · TELECOM READY · 1:1 PERSONALIZATION

Don't just watch them leave. Orchestrate their return.

Learn how our CDP helps Telcos achieve 1:1 personalization at scale.

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