

# ML Marketing Platform: Revolutionizing Customer- Centric Approach



**ALTEL 5G**  
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# ML Marketing Platform: Revolutionizing Customer-Centric Approach



Kazakhstan



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tele2.kz

In a world of 9 million subscribers, how do you make each customer feel unique?

Our challenge: Personalize at scale, navigate a complex product ecosystem, and leverage multiple communication channels effectively.

Enter the ML Marketing Platform - our game-changing solution. It's not just about personalization; it's about understanding each customer at a profound level. Using advanced AI/ML and LLMs, we're not just predicting preferences; we're anticipating needs.

Imagine a world where every interaction feels personal, every offer resonates, and customer satisfaction skyrockets. That's not the future - it's what we're building right now.

Ready to see how we're redefining customer engagement? Let's dive in.

Project Team:

Head of DS: Nick Kaluzhenkov

Product Owner: Bauyrzhan Ermagambetov

Data Scientists: Gaini Ikram, Sergey Konovalov, Gennadiy Obrastsov

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Developer: Zarif Mukhammetjanov

CVM Team: Olzhas Burambayev, Stanislav Popov, Madina Turganbayeva, Yerassyl Alkhan, Stanislav Ukiyev



**DATA OFFICE**





## Challenge



## Solution



## Outcomes

1

Massive scale: Over 9 million subscribers

2

Traditional personalization methods inadequate

3

Each customer unique in preferences and behaviors

4

Overwhelming amount of data to process

5

Need for personalization without losing human touch

6

Challenge to derive actionable insights for individuals



## Challenge



## Solution



## Outcomes

1

Rich ecosystem with numerous products and offers

2

Customer decision paralysis due to overwhelming choices

3

Irrelevant communications becoming the norm

4

Trust and engagement erosion from mismatched offers

5

Multiple communication channels (SMS, push, email, in-app)

6

Each channel with unique characteristics and best practices

7

Maintaining consistent experience across all touchpoints

8

Choosing the right channel for the right message at the right time



Challenge



Solution



Outcomes

1

Advanced ML algorithms:  
Reinforcement learning and neural  
networks

2

Continuous learning and  
adaptation capabilities

3

Next Best Offer (NBO) driven by  
data, not guesswork

4

Personalization of offers, timing,  
and communication channels

5

AI-driven architecture with five key  
modules:

1) Offer Selection Model

2) Analytical Module

3) User Reporting

4) Campaign Management  
Module

5) Audience Distribution Module



Challenge



Solution



Outcomes

1

Causal inference for accurate impact analysis

2

Evidence-based decision making for all strategies

3

Dynamic model updates reflecting changing customer trends

4

Personalized user interest profiling using Large Language Models (LLMs)

5

Deep understanding of customer interests, passions, and aspirations

6

Creation of experiences that resonate on a personal level

7

Fostering customer loyalty and driving business growth

8

Continuous improvement through learning from each campaign



Challenge



Solution



Outcomes

**1**

Churn Reduction: 10-15% decrease

**2**

Conversion Rate: 10-15% increase

**3**

Revenue per Customer: 5-7% growth through personalized recommendations

**4**

Advertising B2B Service Sales: Projected to exceed \$500,000

**5**

Enhanced Customer Experience: Higher satisfaction and loyalty

**6**

Data Reliability: Improved through advanced analytics and causal inference

**7**

Marketing Efficiency: Optimized targeting and resource allocation

**8**

Innovation Culture: Continuous improvement through integration of cutting-edge AI/ML technologies