

XL Axiata Drives 22% Increase in App Stickiness and Improves Customer Engagement



29.5%

Conversion rate for their rewards program

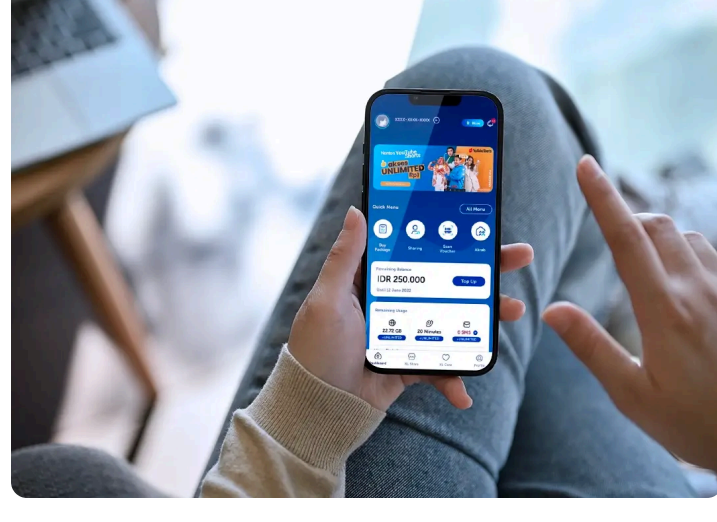
26.19%

Increase in click-through rates via A/B testing on weekend deals

About XL Axiata



XL Axiata is one of Indonesia's largest telecom operators, offering businesses and customer mobile and telecommunications network services. Their services include Fixed Broadband internet services, Fixed Mobile Convergence (FMC), closed fixed network services, SMS broadcasting, enterprise mobile solutions, Fixed Connectivity, Cloud & Data Center, and Internet of Things.



"MoEngage's seamless interface makes it easy for team members without much technical expertise to benefit from the platform. The insights offered by MoEngage help us to improve our customer experience, drive scalable growth, and optimize our key business metrics."



Reza Zahid Mirza,

Group Head Corporate Communication, XL Axiata, XL Axiata

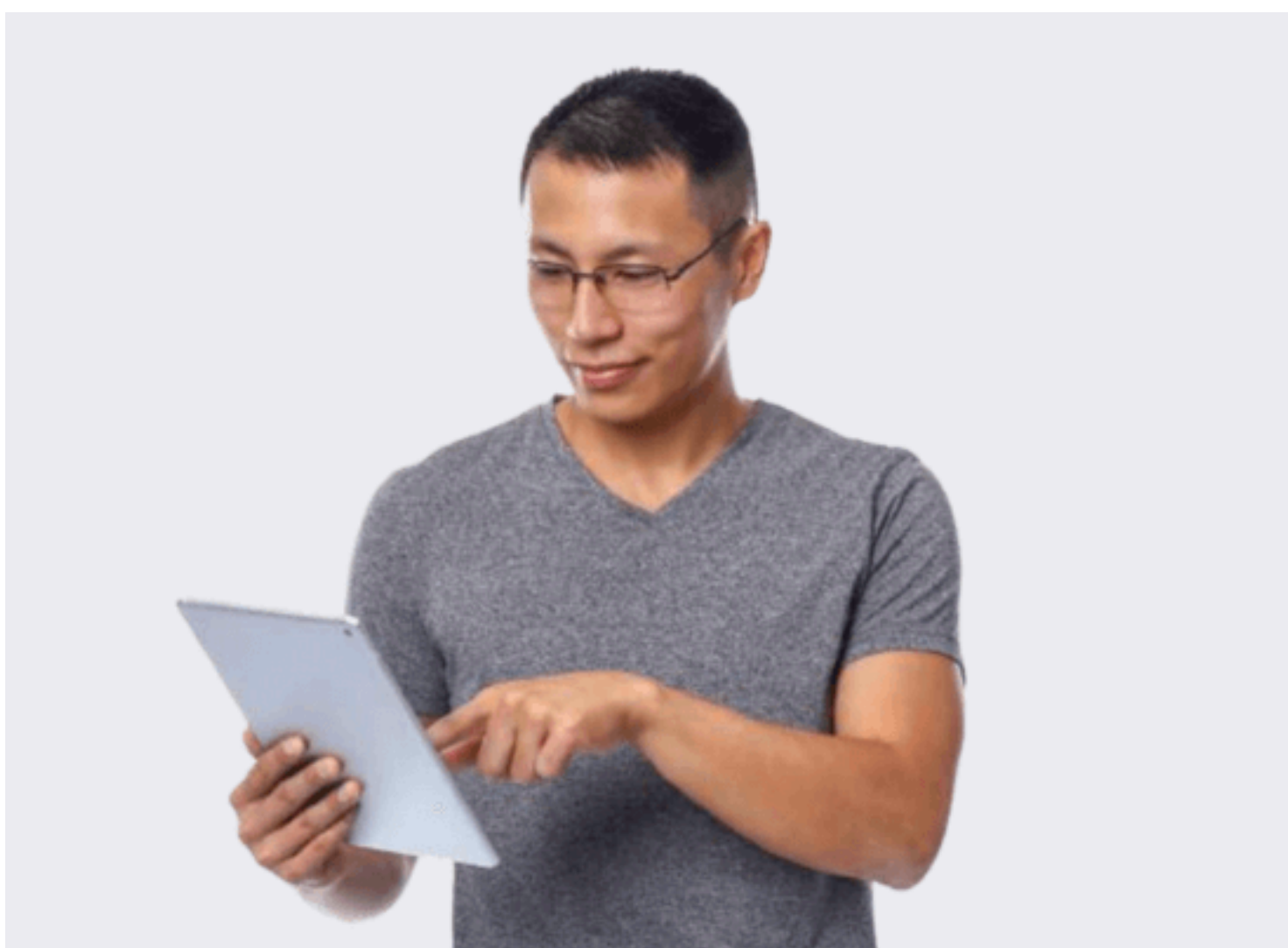
Business Challenge

XL Axiata needed an integrated customer engagement platform with advanced analytical capabilities that could facilitate communications across all stages of the customer lifecycle.

Building a robust onboarding strategy

Successful customer engagement begins with successful onboarding. By acing customer onboarding, XL Axiata sets itself up for long-term success in terms of customer retention and app stickiness. Effective onboarding also drives product awareness and adoption of new features, games, and campaigns among its diverse customer base.

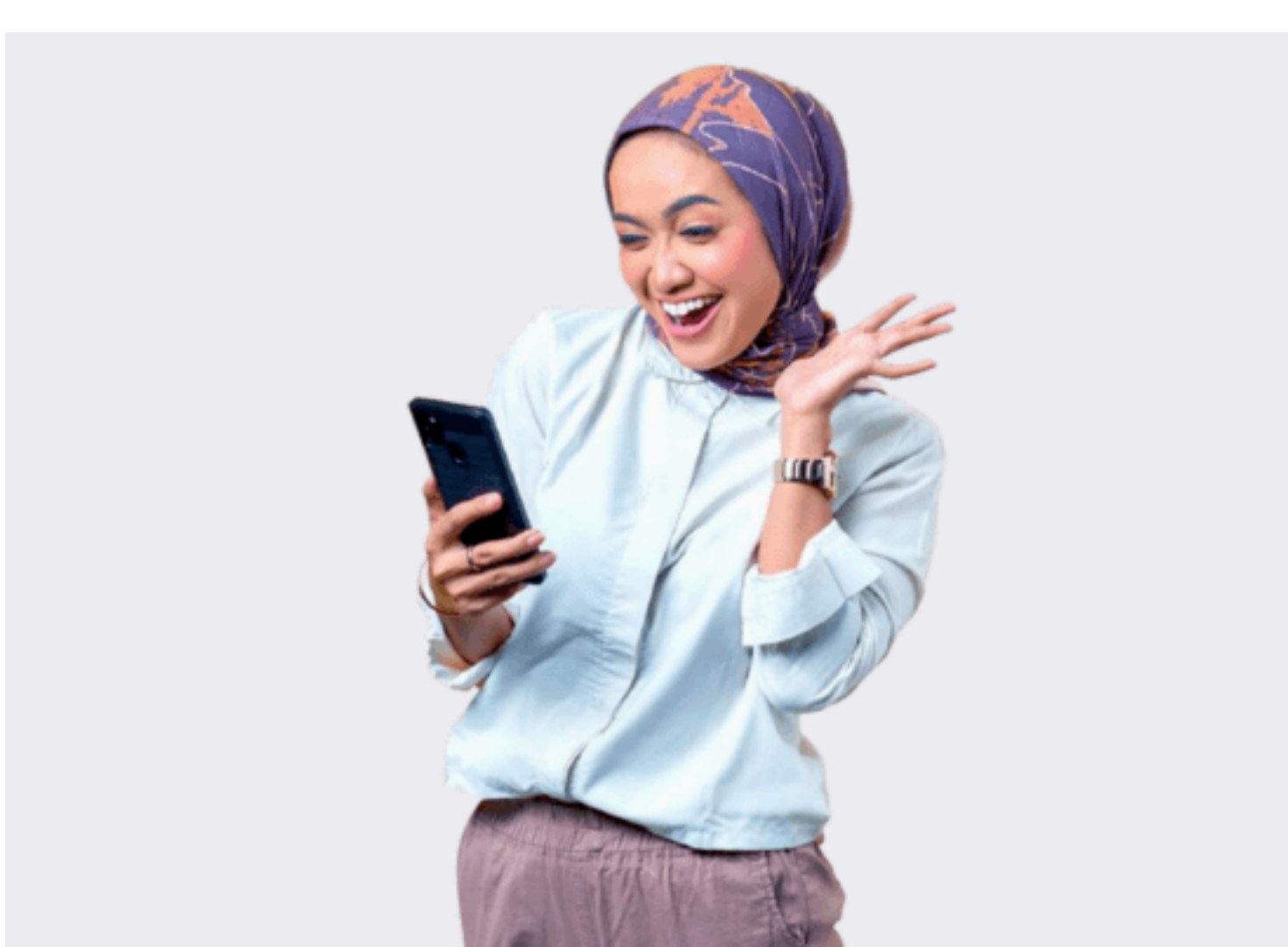
Their onboarding process has contributed to a **22% increase in their average app stickiness** from 2021 to 2022, compared to the **industry benchmark of 17%**. Refining their onboarding process was a stepping stone for them to keep scaling and growing without hiccups.



AI-driven optimization to personalize communications

Optimizing campaigns to suit customer behavior, action, and preferences helps XL Axiata boost conversions. MoEngage's AI engine, Sherpa, helps XL-Axiata optimize its campaigns and flows by providing intelligence on the best time to communicate and the most preferred channels.

By combining A/B testing and segmentation aggregation, XL Axiata saw a **16-17% boost in their CTRs**.



Products Used



AI-based Recommendation Sherpa

Optimize campaigns and drive high ROI with [AI-powered, Sherpa](#).



Customer Insights & Analytics

Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Results

With MoEngage, XL Axiata was able to:

- Gain easy access to advanced insights like customer preferences and affinities
- Automate customer engagement at scale and reduce manual effort in setting up new campaigns
- Massively improve their app stickiness and conversion rates for their rewards program

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a *Customers' Choice Vendor* in the 2022 Gartner Peer Insights 'Voice of the Customer' for the Multichannel Marketing Hubs Report and a Strong Performer in the Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation. See how MoEngage's customer engagement platform can power your growth

[Get a demo of MoEngage today!](#)

