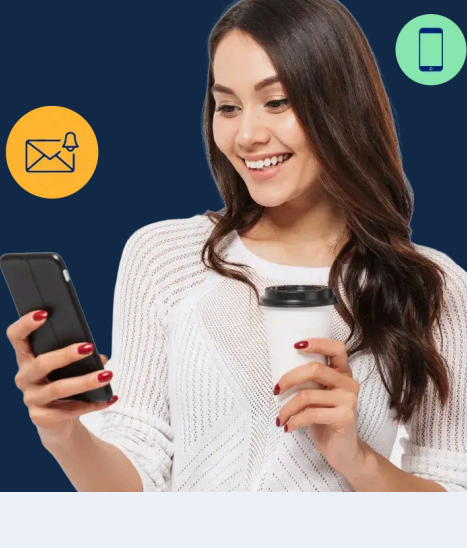


XL Axiata Drives 22% Increase in App Stickiness and Improves Customer Engagement



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



,
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 the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL, Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 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 the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

To learn more, visit www.moengage.com.