

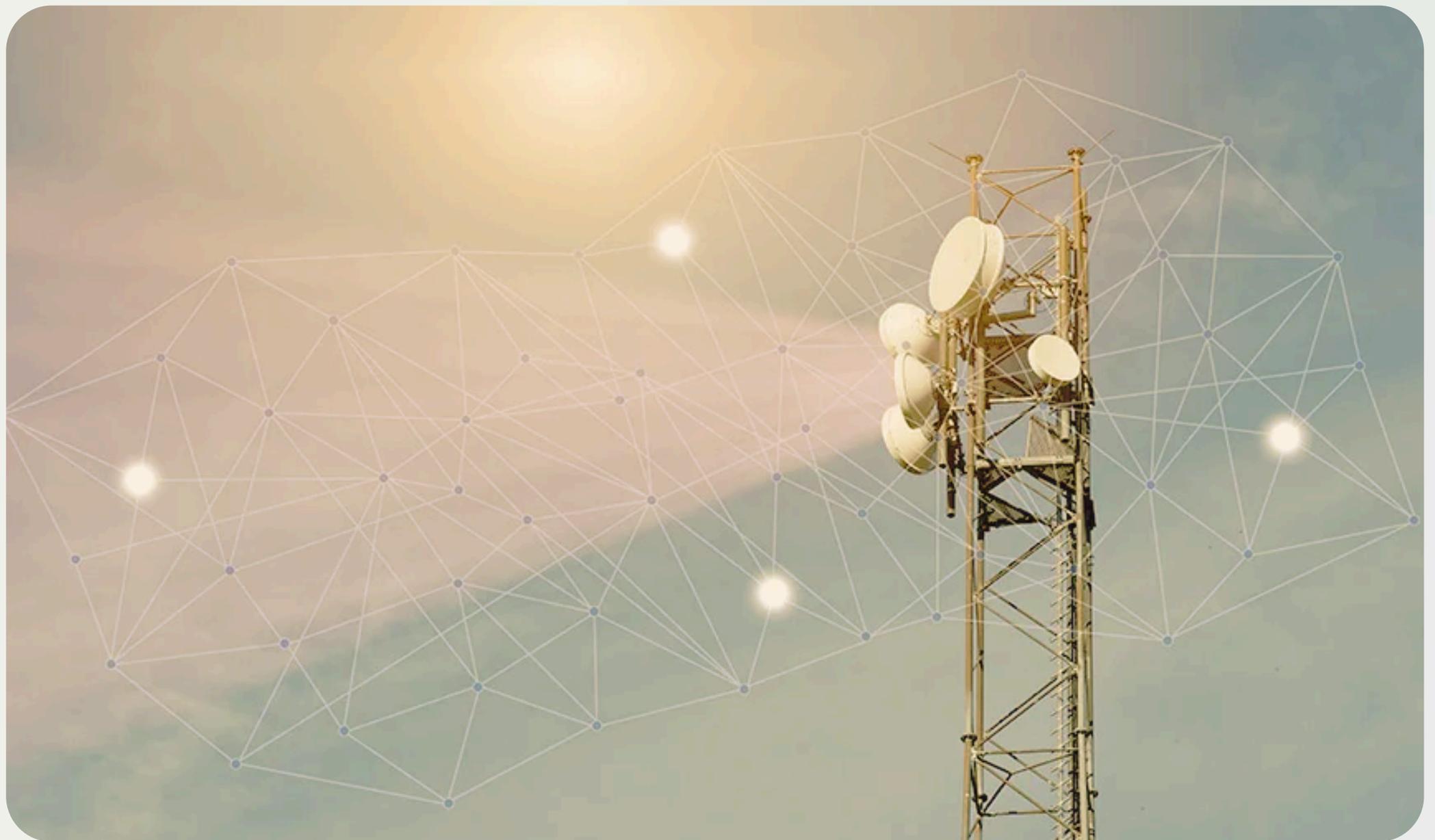


SYNAPTIX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

1-3% marketing cost reduction.

10% efficiency gains. **90 days.**



Here's the AI strategy that made it happen



The Challenge

When fragmented processes and disconnected data hold back your entire AI transformation



No unified view of campaign performance across 65+ countries and 80+ operators



True CAC and ROI visibility completely **obscured by data silos**



Manual analysis across multiple platforms causing **delays in decision-making**



Unclear AI adoption priorities and difficulties leveraging AI due to **fragmented processes**

Without a solid foundation, even the best AI tools cannot deliver value.





Our Solution



AI STRATEGY & COE SETUP

- Identified **20+ potential use cases**
- Created business case for prioritised use cases
- Created a **modular roadmap** as part of the strategy engagement & **AI CoE** framework

DATA FOUNDATION BUILDING

- Mapped **25+ data sources across engagement platforms**
- Unified and standardised **siloes data into a centralised data lake**



ANALYTICS IMPLEMENTATION

- Developed **AI-powered analytics solution** tailored for telecom campaign optimisation
- Configured **real-time insights, spend recommendations, and root cause analysis**

The right sequence matters: Strategy, data foundation, implementation.





The Impact

Measurable Results in 90 Days



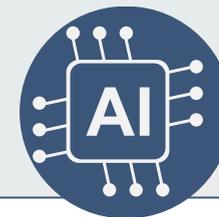
- **1-3% CAC Reduction**
- **10% efficiency cost savings**
- **Budget reallocation recommendations**



- **Single source of truth** for campaign performance across 65+ countries
- **Near real-time spend recommendations**



- **Data foundation ready for future AI use case expansion**
- **Strategic alignment** achieved across functions



- **Scalable AI strategy** focused on delivering measurable ROI
- **AI CoE** framework

When you close the gap between AI capability and business value, results follow quickly.





SYNAPTYX

DELIVERING REAL BUSINESS IMPACT WITH GENAI

Ready for AI that actually delivers ROI?

Your Next Move:



Struggling with marketing efficiency, data chaos, or proving AI ROI?



Follow SynaptyX to stay ahead of the AI revolution



Connect with us to discuss transforming your organisation

Contact Us



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