

Increasing CLV with Next Best Offer / Next Best Action (NBONBA)



The Challenge

There is no standardized process to determine the best next action per customer. Interactions are mostly inbound with minimal proactive outreach, limiting personalization and engagement.

The Solution

Recommend the right action at the right time:

- Define five lifecycle stages from onboarding to retention based on existing profiles
- Score CLV, attrition risk, and eligibility to drive NBO/NBA
- Trigger outreach with the recommended message and action

The Results

- Personalized, proactive engagement
- Higher acceptance of offers
- Improved retention and upsell outcomes
- Coordinated sales/service follow-through

Impact Delivered

- Higher response rates
- Better customer satisfaction
- Increased retention lift

Solution Components

- CLV modeling
- Attrition-risk scoring
- Five-stage lifecycle segmentation
- Action/offer recommender