



**FROM LOST OPPORTUNITIES TO PROFITABLE ENGAGEMENTS:
THE BENEFITS OF MONETIZING CALLS FOR TELECOM OPERATORS**

Do you know?

In telecom industry
More than **19%** of **calls fail each day**

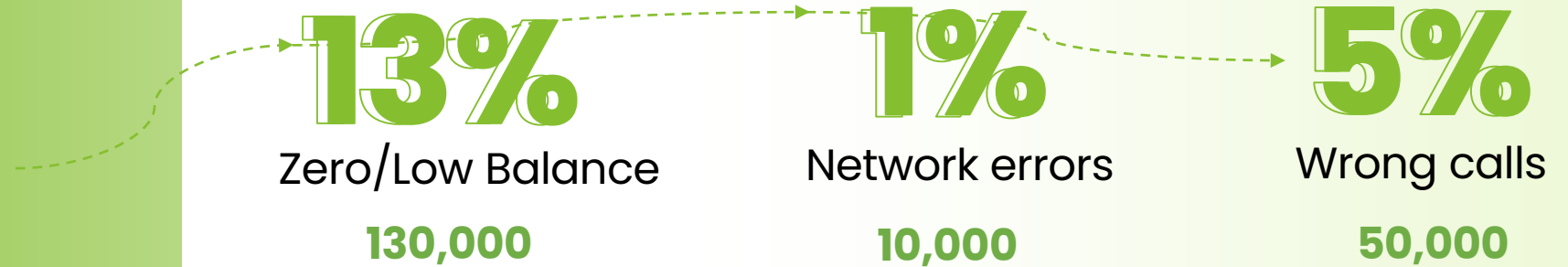
All types of **failed calls** are **increasing**
the **frustration** of consumers

Consumers expect their **Communication Service Providers** to provide better experiences

Reasons for Call Failures

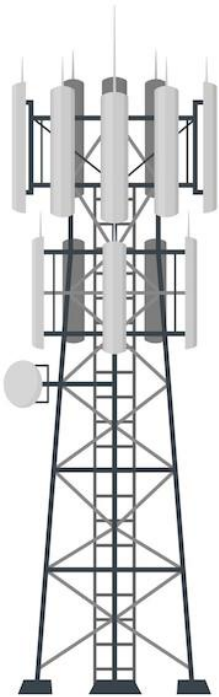


Cumulatively **19%** of all **dialed calls fail every day**. These can be further broken down into segments



*1M is a base number to show the indicative numbers

Yearly Failed calls Globally



This means in a year, we get



1.46 Tr

Zero/Low balance



0.01 Tr

Network failure



0.56 Tr

Wrong Calls

*Considering 7.7 Bn mobile consumers worldwide

Up to **30% of Revenue** can be lost due to incomplete calls, and telcos lose an estimated **\$7 billion annually**

Lost opportunities



Missed opportunity of upselling

Failed calls are a common issue it can be difficult to address their concerns in a timely and effective manner.



Inability to address customer concerns

Lack of effective customer engagement channels results in operators struggling to address concerns, leading to frustration and complaints.



Impact on CSAT and Loyalty

Failed calls lead to decreased satisfaction, increased churn, and loss of revenue.



Compliance Issues

Operators may need to invest in improving infrastructure, network stability, and service quality to meet regulatory expectations



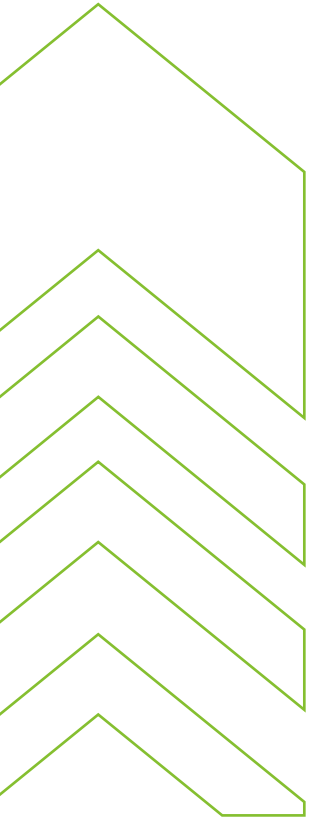
Unsatisfied regulatory obligations

Operators are required to comply with minimum service quality levels, including call success rates, call completion rates, and network availability.



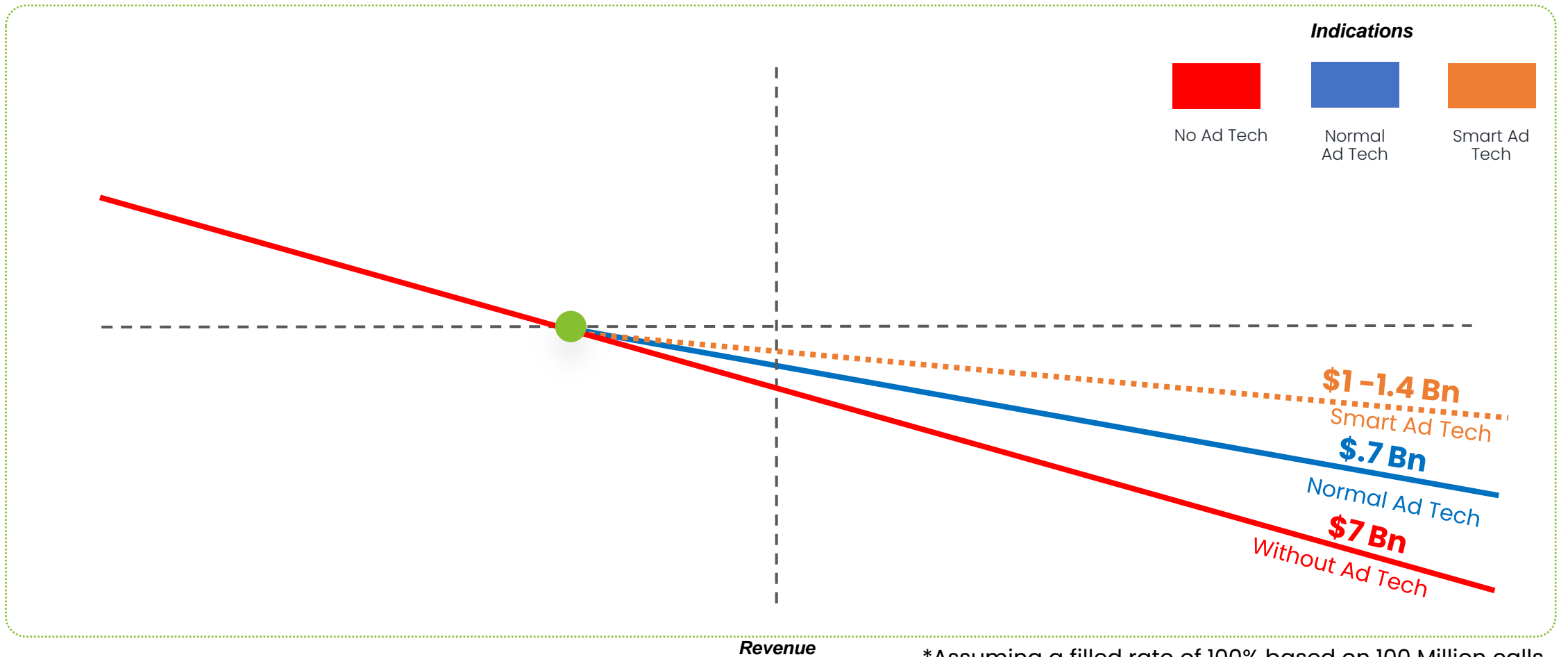
Inefficiencies in resource allocation

Without effective engagement channels, resources are wasted in less effective means, leading to inefficiencies, lost revenue, and decreased customer satisfaction.



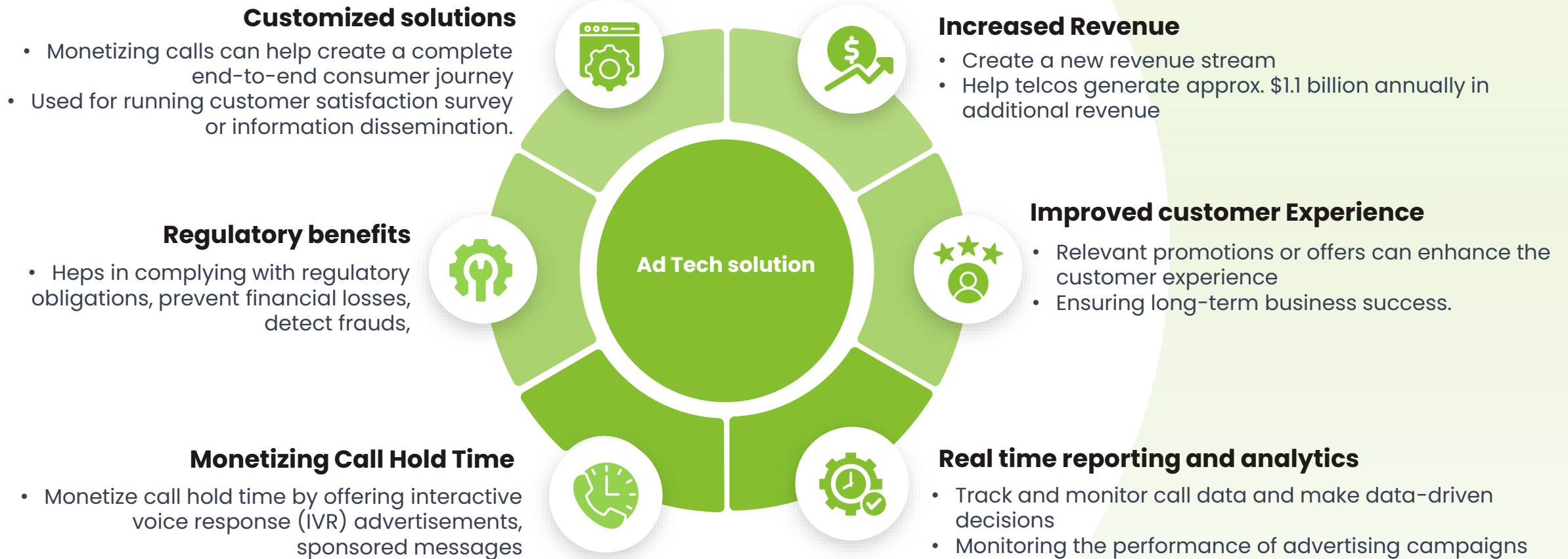
How can we strategically monetize these calls

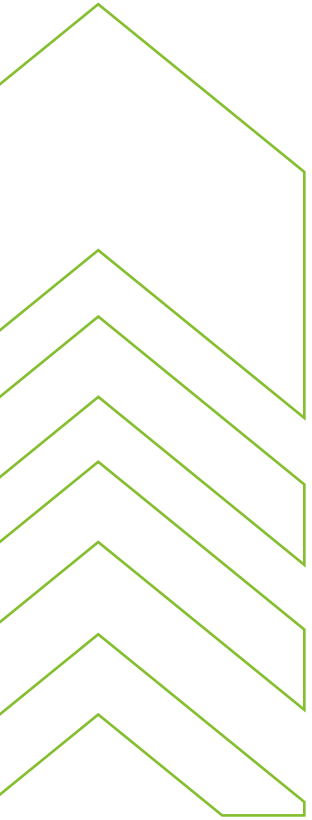
Call monetization with Ad Tech (Revenue wise)



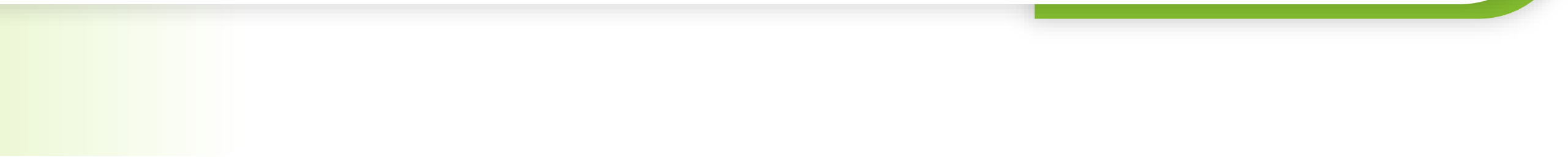
By Incorporating Ad Tech solution,
Telcos can increase approx. **5% revenue additionally**

How Ad Tech solution is beneficial

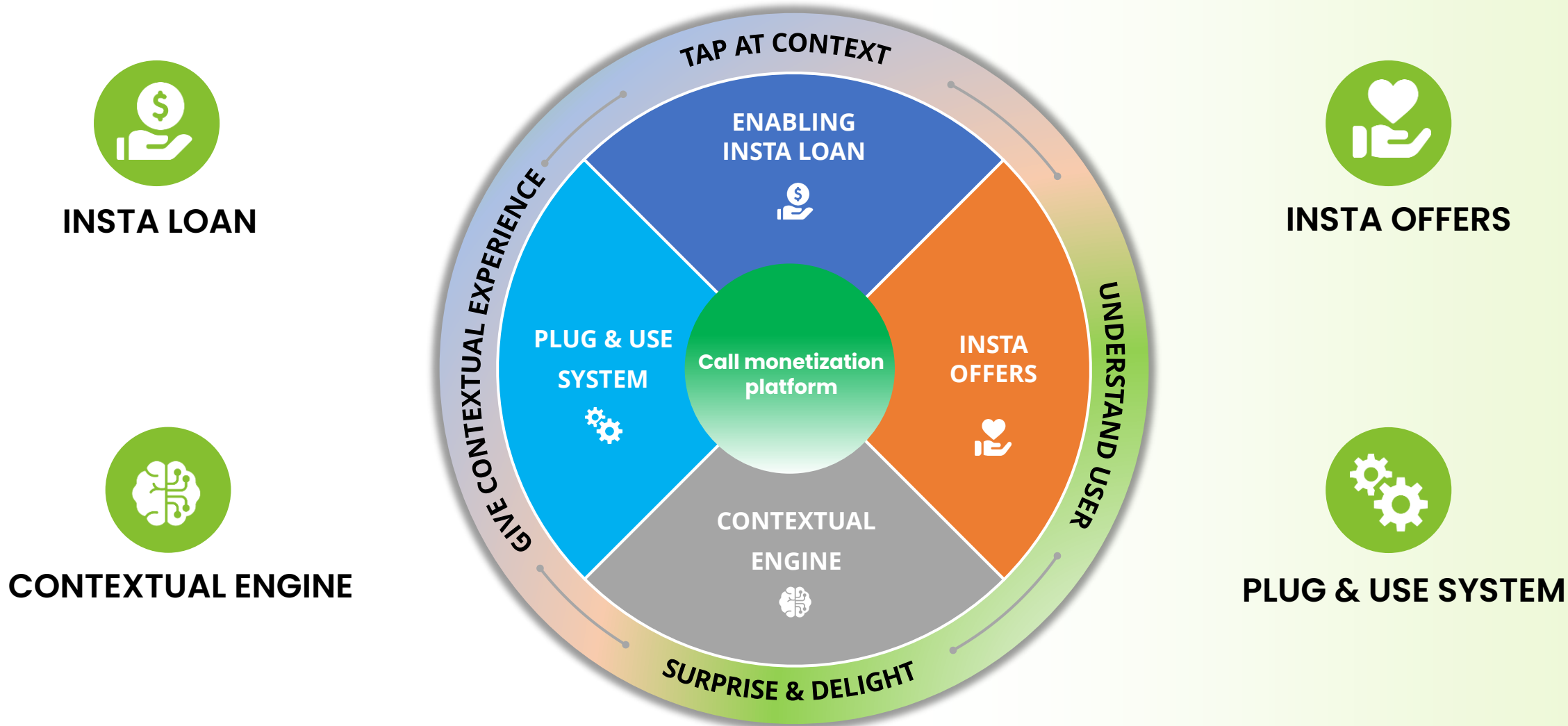




How we can **Help**



A single decisioning habitat with limitless potential



How BNG's platform is creating value



Non Intrusive

Achieved through the implementation of a call monetization platform that aligns with operators' goals and regulatory requirements.



Seamless integration

The platform can be customized and integrated seamlessly into existing system



Right Time

Call monetization platform can be a game-changer for telcos, creating a new revenue stream by giving opportunities at right time



Consumer Experience

Call Monetization Platform can be used to monetize incomplete calls while enhancing the customer experience, turning loss into profit.

Case study – West Africa



27 MN

Total subscriber base

69 MN

Million failed/incomplete calls yearly

Promotion of other services

CALL
MONETIZATION
PLATFORM



2%

Additional revenue

A night cityscape with a green overlay and a bridge railing in the foreground. The image features a long, empty bridge with a tiled walkway and a metal railing. In the background, a city skyline is visible with several illuminated skyscrapers. The sky is dark blue, and the overall scene is bathed in a green light. The text 'THANK YOU' is prominently displayed in the center, with the email address 'Info@blackngreen.com' below it.

THANK YOU

Info@blackngreen.com