



HFS Hot Vendor:

Flytxt

Coverage initiated: Q3 2022

# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

# AI-driven customer lifetime value (CLTV) maximization

Authors: Krupa KS, Melissa O'Brien

The trend for data-driven customer engagement strategies, which gained momentum during the pandemic, continues to draw top attention from subscription businesses. New-age customers have ever-changing needs and complex non-linear journeys. Customer experience (CX) teams need to leverage data and artificial intelligence (AI) to understand these customers, predict their needs, and quickly meet them. However, in today's challenging business environment, enterprises also must ensure that any CX decision or action they take meets their long-term growth and profitability goals. Flytxt focuses on serving this unmet market need and offers uniquely differentiated AI-powered cloud solutions. These solutions help enterprises make data-driven decisions and act across CX workflows that maximize customer and product lifetime value, the key business metric for subscription businesses.

Founded in 2008, Flytxt has 80+ clients across 50+ countries. The company has a strong client base in the telecom industry and is extending its solutions to other industries like financial services and utilities. Flytxt's client base is concentrated in emerging markets in Africa, Latin America, and Asia, but the company has recently added clients from other markets in the Middle East and Europe. We expect Flytxt's market reach to grow substantially with increased demand in the market for its Customer Lifetime Value CLTV maximization solutions and partnerships with global leaders like Oracle, SAP, and Netcracker.

Data is an asset for any organization and combining data with AI provides opportunities for enterprises to enhance their customer engagement strategies. Flytxt designed its customer lifetime value (CLTV) maximization solutions around its proprietary AI that is well-trained with real-world insights from billions of consumers and trillions of data points. Clients have two main uses for Flytxt's solutions.

- Clients use Flytxt's solution packaging analytics, AI, and marketing automation to transform how they run customer lifetime value management (CVM) programs. For example, automation helps achieve greater marketing agility and optimal results by enabling micro-segmentation, omnichannel journeys, personalization, and real-time engagement.
- Clients already using other systems to automate CX workflows use Flytxt's AI to gain actionable customer and product intelligence to make better-informed decisions for improving business outcomes without disrupting the workflows.

Clients appreciate Flytxt for being there throughout their customer engagement journey, understanding their pain points, and helping them implement programs at speed and scale that transform user and customer experience. One client explained, "The partnership with Flytxt is not only about process transformation but also about achieving measurable outcomes."

## HFS' take

---

HFS designated Flytxt as a OneOffice™/OneEcosystem™ Hot Vendor for its ability to provide accurate data insights on customer behavior for maximizing customer and product lifetime value. In the current competitive market, customer experience strategies require easily adaptable and flexible technology solutions to achieve sustained business growth and CX

leadership. Flytxt has taken a differentiated approach to designing and delivering solutions using technological advancements in big data, AI, and cloud computing. Its focus on enabling various CX decisions and actions for subscription-based businesses to drive sustained value creation gives Flytxt a unique position in the market.

## Vendor factsheet

---

- **Founded:** 2008
- **Headquartered:** Nieuwegein, Netherlands
- **Key executives:** Dr. Vinod Vasudevan (CEO), Dr. Prateek Kapadia (CTO), Albert Fernandez Abillar (Executive Partner, Strategy & Business Development), Martin Desrosiers (Senior VP and Head-Global Sales), Sachin Rastogi (CFO), Anil Kumar R (Head Global-HR)
- **Notable clients:** Orange, MTN, Yes Bank, Vodafone, dLight, Hutch, AMX, Zanaco Bank, Lyca Mobile
- **Technology partners and system integrators:** Atos, Oracle, SAP, Salesforce, Netcracker
- **Industry coverage:** Telecommunication, retail banking, fintech, utilities
- **Solution portfolio:**
  - **Omni-channel CVM:** Comprehensive cloud solution packaging analytics, AI, and marketing automation capabilities to execute various CVM use cases out of the box.
  - **AI for CX:** Cloud services that seamlessly integrate with any CX environment via standard APIs to deliver actionable intelligence for increasing CLTV and PLTV.
  - **CLTV AI for Oracle:** Oracle integrates Flytxt AI into its digital experience solutions for providing predictive insights and actionable intelligence while launching products and offers or for proactive customer care.
  - **CLTV AI for CX (CLICX for SAP):** Flytxt CLTV AI is available on the SAP store; clients using SAP CX industry cloud solutions can gain actionable customer and product intelligence.



# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as "RPA" (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

Read more about HFS and our initiatives on:  
[www.hfsresearch.com](http://www.hfsresearch.com) or follow  
[@HFSResearch](https://twitter.com/HFSResearch)