



ALLinONE
OCS
 business insights

rewarding end users for
 adding friends and family
 to a group plan



A family plan, where a group owner can add family or friends to enable them to receive a discount either on shared or individual bundles.



Increase number of users as new SIMS are added to the group, children for example.



Reduce churn by applying the discount to next month's plan, encouraging customers to roll over.



Simplify payment process and minimise risk as group owner assigned responsibility for making all the group's payments.

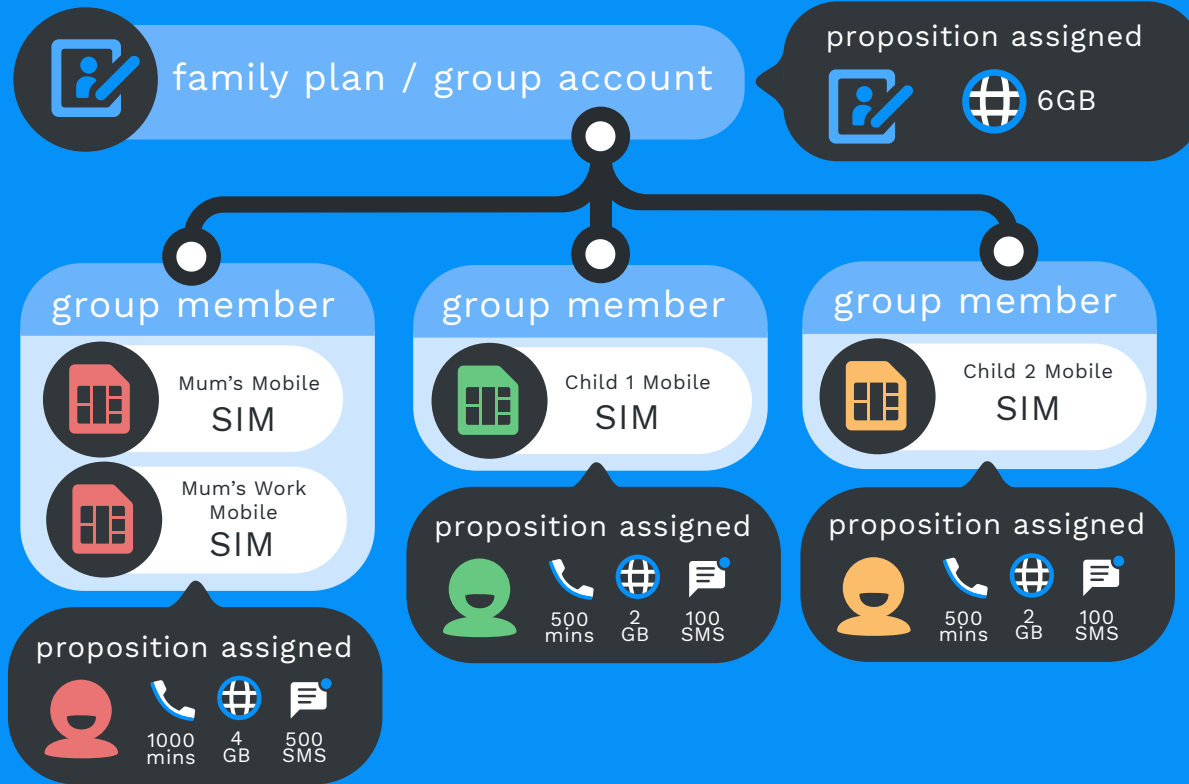


Add customer value and loyalty by rewarding end users with a discount on plans.



Enhance your brand by offering real customer value.

make it risk free with OCS



shared bundles
Propositions assigned to the user account are shared by all group members.

individual bundles
Propositions assigned to a group member are only sharable with SIMs in that group.

How it works

- 1** One of the SIMs in the group requests the use of the data service in realtime to continue their data session.
- 2** The OCS grants the requested quota to continue the session, however this uses the last remaining balance from the proposition assigned to that group member.
- 3** The SIM uses the granted quota and another request is made to continue the data session. The OCS will now reserve against the bundle assigned to the family plan/ group account.
- 4** The shared bundles are decremented on a first-come-first-served basis. Therefore each SIM has equal priority over access to the account bundle once the group bundle is exhausted. The SIM that requests first is served first until the bundle is exhausted.

driving incremental revenue and customer loyalty



financial

- Existing customers encouraged to add new customers to qualify for discount.
- Reduces churn and incentivises customer roll over as discount applied to the next month's plan.

end users

- Adds value with money-back discount applied to next month's plan.
- Enables group owner to see every member's plan, usage and call history, valued by parents wishing to monitor children's usage and security.
- Makes customer feel valued and boosts brand loyalty.

customer services

- Group owner can self-serve mobile account through the self-care app, reducing contact with the customer service team as well as delivering a good user experience for the end user.

sales and operations

- Easy for you to deploy and manage.
- Hassle free as the Lifecycle software automates the process and manages all back office operations.

strategy and planning

- Reporting will aid understanding of the behaviours and interests of family groups and facilitate strategic planning.

why Lifecycle

we launch successful MVNOs

We have launched a number of mobile business propositions for blue chip companies, created bespoke solutions that have disrupted markets, and integrated with existing business infrastructure and third party services.

our team have over 200 years of industry knowledge

Pioneering innovation in the telecom industry for over 25 years. We deliver professional services with high quality developers, business analysts, testers and project managers.

we take care of the operations allowing you to focus on the business

Our expertise keeps our software industry leading, powering your business to facilitate huge growth in customers.

we are proactive and agile

We introduce new value adding ideas to the platform, so your service remains competitive, futureproof and optimised for sustained incremental growth. We keep our software updated to ensure compliance with changing regulations, technological developments and evolving business needs.

you are always supported

Our experienced managed services team will keep your services running smoothly, with several levels of service available to suit your business requirements.

we can build your bespoke solution

No technical expertise required. Our project and development team will guide you through the specification and delivery with a unique family plan tailored to your business requirements.

create a unique family plan proposition to attract new end users and reward members



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