



ALLinONE
OCS
 business insights

offer bespoke data or other service gifts, unique to your customer base



Provide end users with a free, limited period, ad-hoc data or service bundle to celebrate an anniversary, promote a new service launch or just engender great customer loyalty.



Reward end users for their loyalty, linked to the subscriber's 'mobile birthday' for example.



Encourage specific actions, such as signing up to a new service.



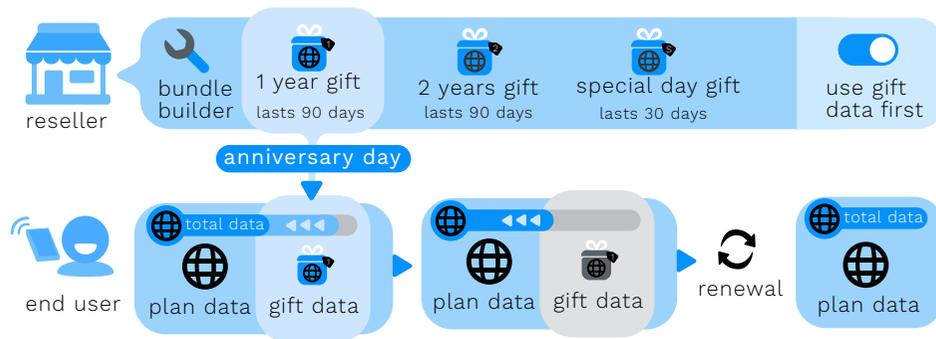
Celebrate a particular occasion, a royal wedding for example, and add real customer value by providing something for nothing.



Provide an extra incentive to stick with the provider.

how it works

Give the end user an ad-hoc bundle that expires after a specified period, such as 90 days. The bundle's service allowance does not refresh, hence the end user will have 90 days to consume the bundle before they could no longer use it. The providers can choose whether the gifted data or plan data is used first.



delivering a commercial advantage

operational

- Easy to integrate and deploy.
- Hassle free as Lifecycle services and manages all back office operations.

financial

- Encourages subscribers to stay with you, reducing churn.
- Helps you differentiate from your competitors

end users

- Rewards end users with a tangible, added value benefit.
- Increases your interaction with the end user, communicating positive message of free data received.
- Makes end users feel valued and boosts brand loyalty.

why Lifecycle

integrated OCS

Lifecycle's OCS can be integrated with existing BBS platforms, offering the ability for free service gifts to be generated and delivered to end users with full autonomy over the solution.

reward end users with free, ad-hoc bundles to add value, increase loyalty and reduce churn



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