



ALLinONE
OCS
 business insights

launching a mobile phone service to a membership programme or loyalty scheme



A mobile phone service, with no need for end users to commit to a contract or undergo a credit check, easily and fully integrated into membership or loyalty programme.



Drive incremental and recurring revenues into your business.



Add customer value and increase loyalty by rewarding end users for service activation, monthly renewals and purchases.



Offer bespoke mobile propositions, unique to your customer base.



Enable end users to redeem points in-store, against specific products or on their mobile phone service.



Offer premium rate services, including roaming, with no financial risk.

make it risk free with OCS

Launch a mobile service to drive incremental revenue and add value to your membership or loyalty scheme. Members can collect extra rewards for using the mobile service which can be redeemed in-store or online, on your products or on their mobile service.



rewards

Extra data bolt-ons, free month of service, unlimited access to membership sites or online stores.



data feed

how mobile service is used to convert to loyalty points.

The data feed is consumed by your systems which add points to the member's loyalty account. Points can be accrued for key service interactions, for example activation, plan renewals and additional service purchases. The customer can then spend these loyalty points as normal.



your mobile platform



Lifecycle's realtime OCS platform

Lifecycle's ALLinONE software



billing engine



self care



crm

your existing systems

deployment options

A Lifecycle's platform offers the ability to connect your existing IT infrastructure into the OCS directly. This allows your existing platforms to manage all aspects of the mobile service and the integration into the loyalty scheme.

B Or, use Lifecycle's ALLinONE BSS suite to get started with a ready made MVNO with payment, provisioning, loyalty and customer notification integration end-points ready to go.

C Alternatively, use the ALLinONE suite to manage workflows and integrate it into existing applications using the ALLinONE APIs to create a seamless self-care and CRM experience.

driving incremental revenue and customer loyalty

financial

- Creates a recurring revenue, regardless of footfall in-store.
- Realtime billing and automated service suspense minimises risk whilst protecting and improving revenues.

end users

- Rewards end users with extra points, goods or services.
- Increases footfall and online visits as customers redeem points.
- Realtime service management gives spending control to end users.
- Adds value with unique mobile propositions exclusively available and tailored to your membership, subscribers or loyalty card holders.
- Increases end user interaction with your brand.
- Boosts brand loyalty and makes customers feel even more valued

customer services

- End users are able to self-serve mobile account through self-care app.
- Lifecycle's CRM is available to automate and manage the customers' experience.



sales and operations

- Easily integrated with existing infrastructure, reducing any required capital expenditure.
- Easy to deploy with a range of scalable deployment options to suit your business.
- Hassle free as the Lifecycle software and service manages all back office operations.
- Will help grow your business.

strategy and planning

- More timely information, with enhanced and flexible reporting will aid customer understanding 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 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

Our team can take your unique loyalty scheme and build it into our ALLinONE platform to deliver a customer experience that is a perfect fit. No technical expertise required, our project and development team guide you through the delivery.

offer your members a mobile network and boost incremental revenue now



info@lifecycle-software.com



+44 (0)1635 553 400