



ALLinONE
OCS
 business insights

provide a recurring data or service usage gift to incentivise service or contract subscription or renewal



Offer bespoke data or service usage gifts or incentives, unique to your customer base.



Use as a promotional offering to encourage specific actions, such as signing up to or renewing subscription to a service.



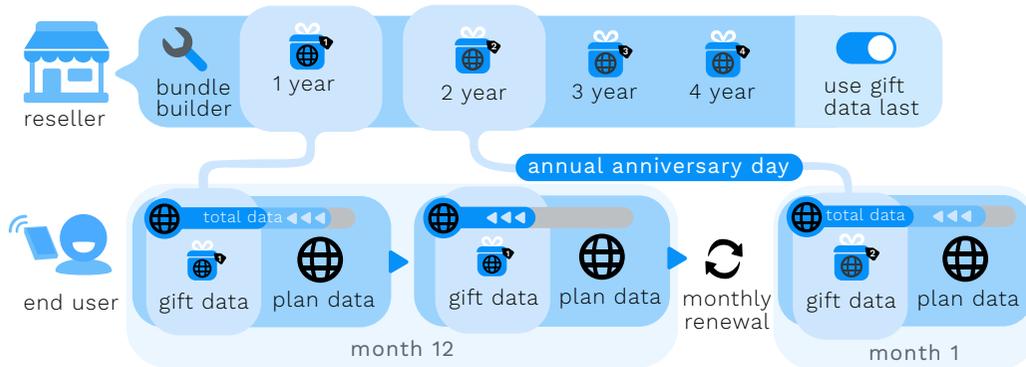
Entice end users to stick with the provider when nearing the end of a 12 month contract. Present further incremental incentives after two years from sign up, then three years and so on.



Add real customer value by giving something for nothing.

how it works

The end user is assigned a recurring bundle in addition to the bundles offered by their plan, which is added to the end user's account and set to recur indefinitely with subscription to a provider's service, or the renewal of a proposition or contract. The recurring bundle can be removed if the end user no longer qualifies or fails to pay.



operational

- Easy to integrate and deploy. You can build your own incentives and recurring, allowing you to rapidly respond to changing situations without engaging suppliers.
- Near realtime reporting can be built to monitor on how much of the gifted service is consumed by end users.
- Hassle free as the Lifecycle software and service manages all back office operations.

delivering a commercial advantage

end users

- Rewards end users with a tangible, added value benefit.
- Show end users that they are consuming their gifted service allowance to reinforce the positive message of getting something back from their provider.
- Makes loyal end users feel valued and less likely to explore competitor's offerings.

financial

- Realtime rating makes it risk free to offer free service gifts as the end user can never exceed the gifts limit.
- Helps you to disrupt markets and differentiate from your competitors.

why Lifecycle

we can build your bespoke solution
 The Lifecycle project and development team can help you scope, deploy and manage your recurring data or service usage gifts and incentives, tailored to your end user and business needs.

reward end users with free, recurring data or service usage add-ons to incentivise behaviour, increase loyalty and reduce churn

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