ALLinONE

OCS
business insights

offer bespoke roaming add-ons, at no financial risk, tailored to different customer segments

Add new destinations to in plan allowances and bump up the amount of data end users can use abroad, to improve the customer experience and lock in high value customers

lifecycle

Enable end users to use regular UK call, text and data allowances in EU countries and specified countries outside the home region, dependent on the end user tariff.

Define a daily allowance of texts, minutes and data for home and outside home regions.

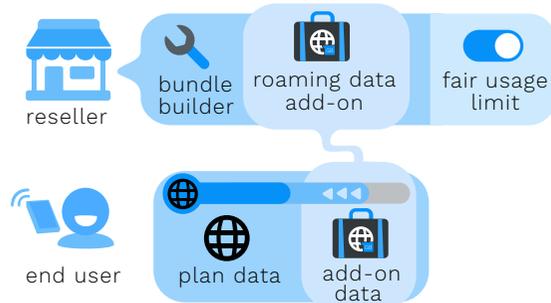Control the allowance, countries, costs and duration of individual propositions.

Offer end users individual country passes.

Add extra value such as fastest network speeds and/or free subscriptions, sports for example, for the duration of the add-on contract.

how it works

Providers can define and build data bundles that offer data in roaming locations by defining call service groups. Apply the bundle as a bolt-on, so that the roaming allowance aligns with the specified proposition period.

financial

- Improves operator revenue.
- Adds value and locks in the highest spending end users.
- Encourages subscribers to stay with you, reducing churn.
- Helps you to disrupt markets and differentiate from your competitors.

delivering a commercial advantage

end users

- End users can control of how much they spend on mobile services abroad, avoiding bill shock.
- Realtime rating prevents end users from exceeding their allowance of more expensive roaming data.
- Improves the customer roaming experience.

operational

- Easy to integrate and deploy. You can build your own roaming propositions and add-ons, allowing you to rapidly respond to changing situations without engaging suppliers.
- Hassle free as the Lifecycle software and service manages all back office operations.

why Lifecycle

we can build your bespoke solution

The Lifecycle project and development team can help you scope, deploy and manage your roaming add-ons, tailored to your end users and business needs.

Improve the customer experience and operator revenues with bespoke roaming add-ons

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