ALLinONE

# OCS
## business insights

**paying end users back for unused data**

Pay end users back for unused data or bundle allowances as a discount on next month's plan.

lifecycle

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

Increase loyalty by keeping customers informed of the discount applied.

Pay back to the GB or down to the exact MB and exact currency value.

Automate the process so no operational resource required.

Specify the plans to which you want the proposition applied.

Enhance your brand by offering real customer value

# make it risk free with OCS

'Give back' to end users by implementing a discount scheme using the OCS platform's credit control and reporting functionality. Realtime service control means end users can never exceed their service allowances, which frees revenue to offer discounts for unused allowances. Event reporting can be imported to feed discount calculations owned by the provider. This allows the provider to create flexible, autonomous end user reward schemes with no supplier costs*.
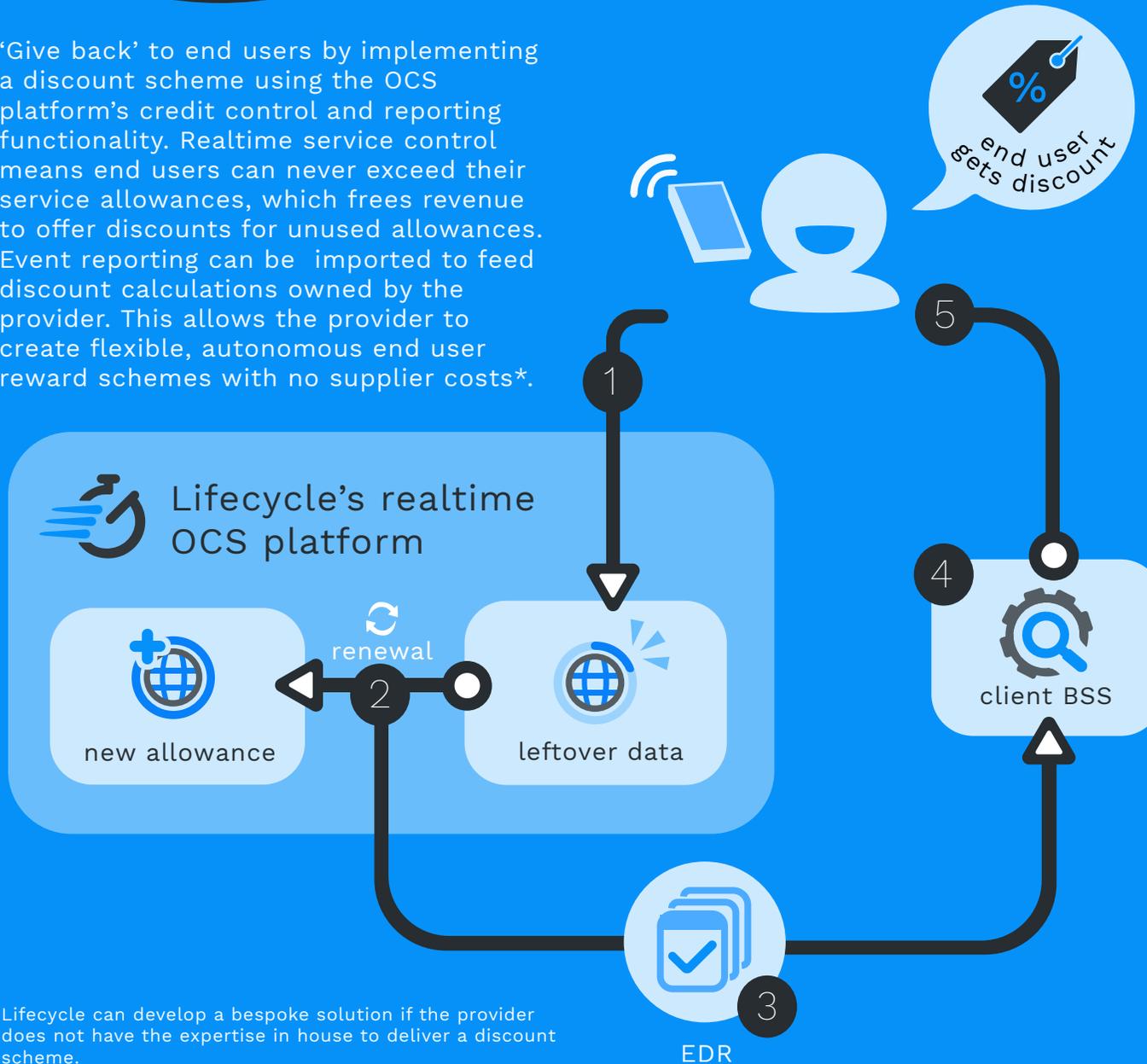
Lifecycle can develop a bespoke solution if the provider does not have the expertise in house to deliver a discount scheme.

end user gets discount

## Lifecycle's realtime OCS platform

renewal

new allowance

leftover data

client BSS

EDR

1. The end user does not use all of the data allowance included in their monthly plan.

2. At the point of renewal, there is still available data that the end user did not consume. The renewal refreshes the plan, giving the end user the full data allowance to use for the next period.

3. As part of the renewal process, the OCS generates an Event Detail Record (EDR). The EDR states the remaining allowances of the plan's service bundles at the point of renewal. In this case, the EDR will state the amount of data that the end user did not consume.

4. The EDR is imported into the provider's BSS platform, where a discount or other benefit is calculated, based on the remaining data allowance information contained in the EDR.

5. The end user receives the discount or other benefit for their unused data allowance.

# delivering a commercial advantage to your organisation



## financial

- Attracts new customers with value-added proposition.
- Reduces churn and incentivises customer roll over.
- Realtime rating and automated service suspense minimises risk while protecting and improving revenues.
- Helps you differentiate from your competitors.

## end users

- Adds value with money-back discount applied to next month's plan.
- Increases provider interaction with end users, communicating positive message of discount applied.
- Boosts brand loyalty.
- Realtime service management gives spending control to end users.

## sales and operations

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

# 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, integrated with existing infrastructure and third party services.

### our team have over 200 years of industry knowledge
Pioneering innovation in the Telecoms industry for over 25 years. We deliver professional services with high quality developer, 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
The Lifecycle project and development team can help you scope and deploy a unique monthly refund proposition, tailored to your customer and business needs.

## pay end users back for unused data to add value, increase loyalty and reduce churn

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