

Lifecycle Software

# Telecom use cases powered by



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# 01

## Membership Scheme

A Membership scheme (also known as membership programme or loyalty scheme) works by rewarding subscribers with loyalty points or credits. To increase success and adherence, brands can offer bespoke mobile propositions, unique to the customer base.

Members can collect extra rewards for using the mobile service. Points can be accrued for key service interactions, for example activation, plan renewals and additional service purchases.

However, efficient points programmes must look beyond traditional models of money spend equals points earned.

To impact customers and drive loyalty, it's necessary to include multiple offerings targeting specific segments. Recognise and reward tenure is also important.

Allow members to spend loyalty points in meaningful way that speaks to their needs, such as:

- Service rewards, such as extra data or free plan renewal month
- Exclusive deals with sponsorship partners (film, music, sport, etc)
- Offer premium rate services, including roaming
- Allow to redeem in-store or online.

# Make the most of it

# Membership Scheme

Despite the business benefits of loyalty programs, the nature of loyalty is changing. Customers are familiar with loyalty points. Loyalty schemes must cut through the noise to deliver valuable benefits and impact to end users.

- A loyalty programme should include a combination of effective rewards, promotions, communication and convenience to be successful;
- It should use a fair and game like mechanic, that rewards proportionally to the cost or time spent by the customer;
- Easy to use and with a clear way of showing the points/ credits accumulated;
- With attainable gifts or goals that are meaningful and relevant to the customers;
- May include gamification – customers can actively seek rewards;
- Keep engagement with the end user with notifications and exclusive or unexpected offers.

## Did you know?

Churn is a costly challenge for telecoms. Besides lost revenues from customers churning away, the costs of acquiring new customers are high.

Analysis of data published by operators shows that average costs of acquisition are about four times average monthly ARPU.

Source: STL Partners  
<https://stlpartners.com/research/telco-economics-mobile-churn-rates-and-reduction-strategies/>



# 02

## Payback

Paying or “giving back” end user’s unused money, data or bundle allowances is a powerful strategy. It allows customers to have a better control of their allowances. This is valued by customers – they feel they are getting paid back and that their data never goes to waste!

The payback can take multiple forms:

- As a discount on next month’s plan, also known as money back;
- As rollover – the unused data rolls over from one month to the next.

‘Giving back’ is enabled by implementing a discount scheme using the CCS platform’s credit control and reporting functionality. Real-time service control means end users can never exceed their service allowances, which frees revenue to provide unique offerings for unused allowances.

# Make the most of The Payback proposition

- Increase loyalty by keeping customers informed of the discount applied.
- Pay back to the GB, down to the exact MB or the exact currency value.
- Automate the process so no operational resources are required.
- Specify the plans to which you want the proposition applied.
- Enhance your brand by offering tangible value to your customers.
- Event reporting can be imported to feed discount calculations owned by the provider.



## **SMARTY**

Simple, honest mobile

### **Customer Success Story**

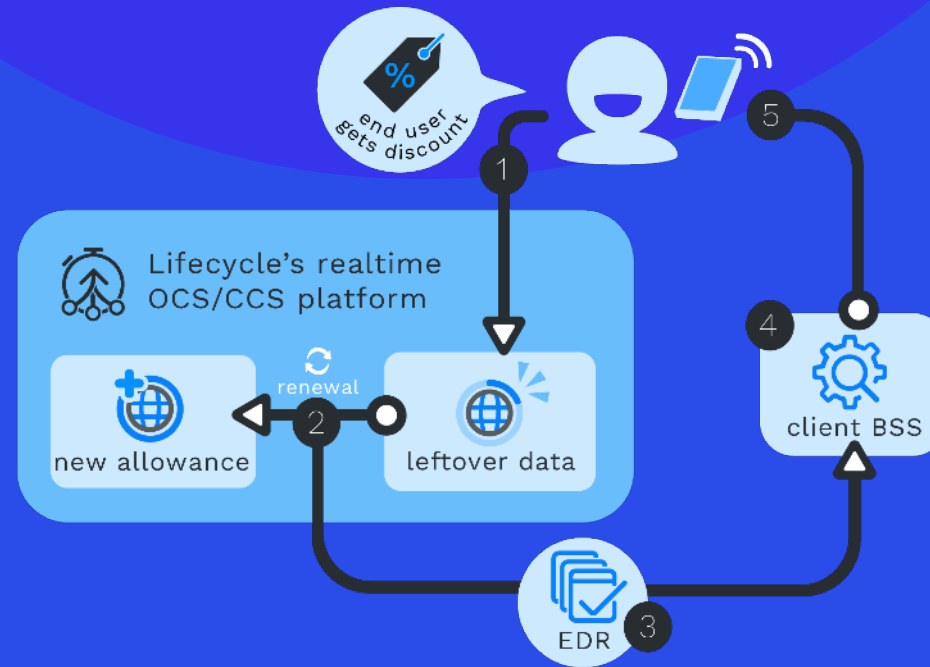
Partnering with Lifecycle Software, SMARTY stepped into the UK market with a customer-centric strategy coupled with digital BSS/ CCS with a high level of automation. Today, 99.95% of transactions are automated. The payback proposition is a flagship benefit of their proposition since launch, and customers really appreciate it!

Today, SMARTY is a successful brand that conquers market share at a steady pace. It has a rating of 4.2 on Trustpilot and 154% revenue growth in the first half of 2021.



# How it works

## Payback



- 01** The end user does not use all of the data allowance included in their monthly plan.
- 02** 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.
- 03** As part of the renewal process, the CCS 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.
- 04** 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.
- 05** The end user receives the discount or other benefit for their unused data allowance.

# 03

## Family/Group Plans

In a family plan or group plan, a group owner can add family or friends to enable them to receive a discount either on shared or individual bundles. Both the user who invites and the user who joins the group can receive a discount.

The group owner can add more SIMs to the group and manage their allowance.

The instant reward characteristic behind group plans turn it into a powerful tool to customer acquisition. The payment process and risks are minimized because the group owner has the responsibility for making all the group's payments.

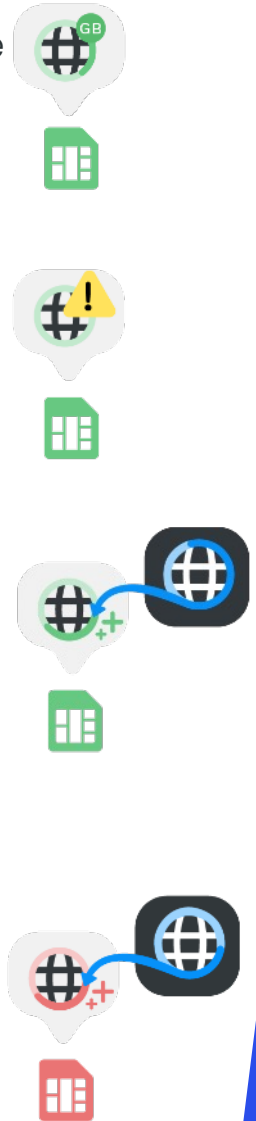


# How it works

## Group Plans



- 01 One of the users/ members in the group requests the use of the data service in real-time to continue their data session.
- 02 The CCS grants the requested quota to continue the session, however this uses the last remaining balance from the proposition assigned to that group member.
- 03 The user uses the granted quota and another request is made to continue the data session. The CCS will now reserve against the bundle assigned to the family plan/ group account.
- 04 The shared bundles are decremented on a first-come-first-served basis. Therefore each user has equal priority over access to the account bundle once the group bundle is exhausted. The user that requests first is served first until the bundle is exhausted.



# Make the most of Group Plans

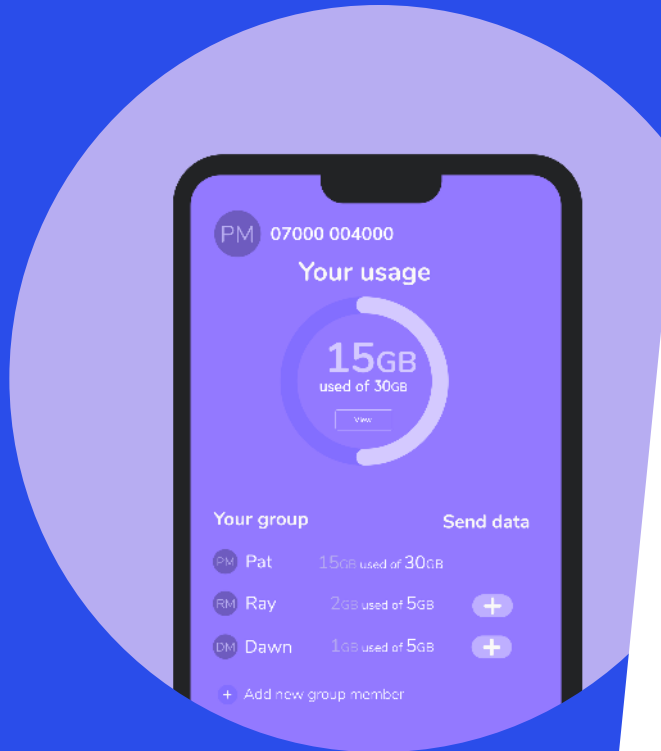
Customize group plans to deliver unique propositions to respond to your end users needs

## Share the Data – Data gifting

- Reallocate data and credit between group members to maximise their payments. The credit is immediate
- Group owner can be notified if any SIM is running out of data or credit
- Notification for the user who receives data

## Shared Allowance – More devices, same allowance

- Create a shared allowance instead of separate propositions. This would result in a single monthly payment instead of multiples across the month. No faffing having to swap SIMs / tether between devices.



# SMARTY

Simple, honest mobile

## Customer Success Story

The launch of groups proved very successful for one of the fastest growing MVNO in the UK. The groups mechanism provided by Lifecycle's CCS is now a key channel for customer acquisition.



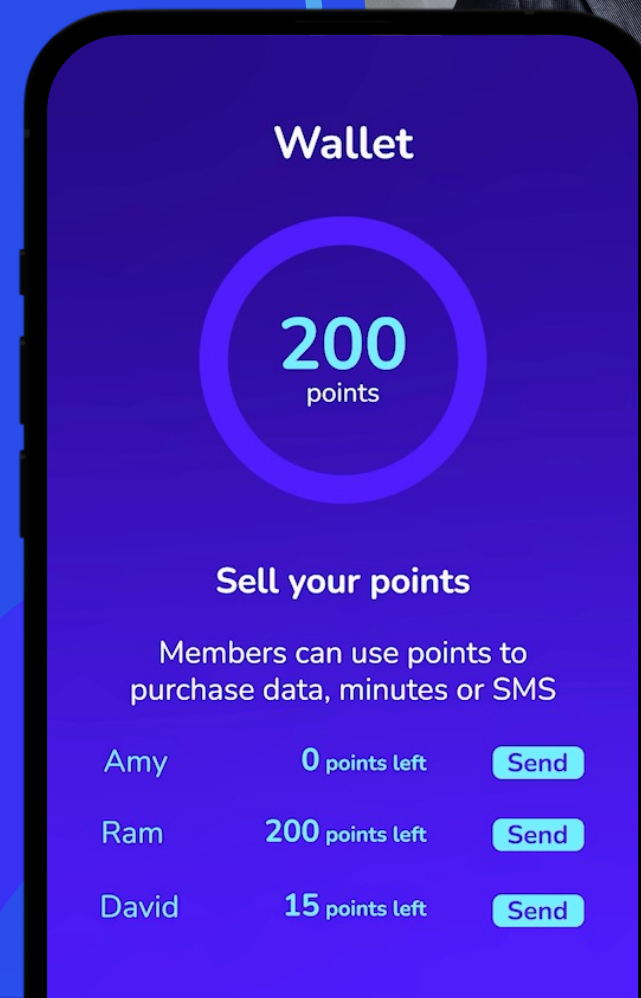
# Groups – Communities

## Leverage Groups functionality to bring communications to specific communities

- Group leader controls payments and can sell the credits to members of the community
- Group owner can be notified if any SIM is running out of data or credit
- Notification for the user who receives data

## Use cases:

- Workers abroad
- Communities – village leaders
- Groups of students
- Families



# Groups – Hierarchies



**onoff** allows to own several mobile numbers in one smartphone. They rely on flexible hierarchies enabled by the CCS  
*Ideal for resellers*



Different rates per level – OnOff can manage revenue in real time

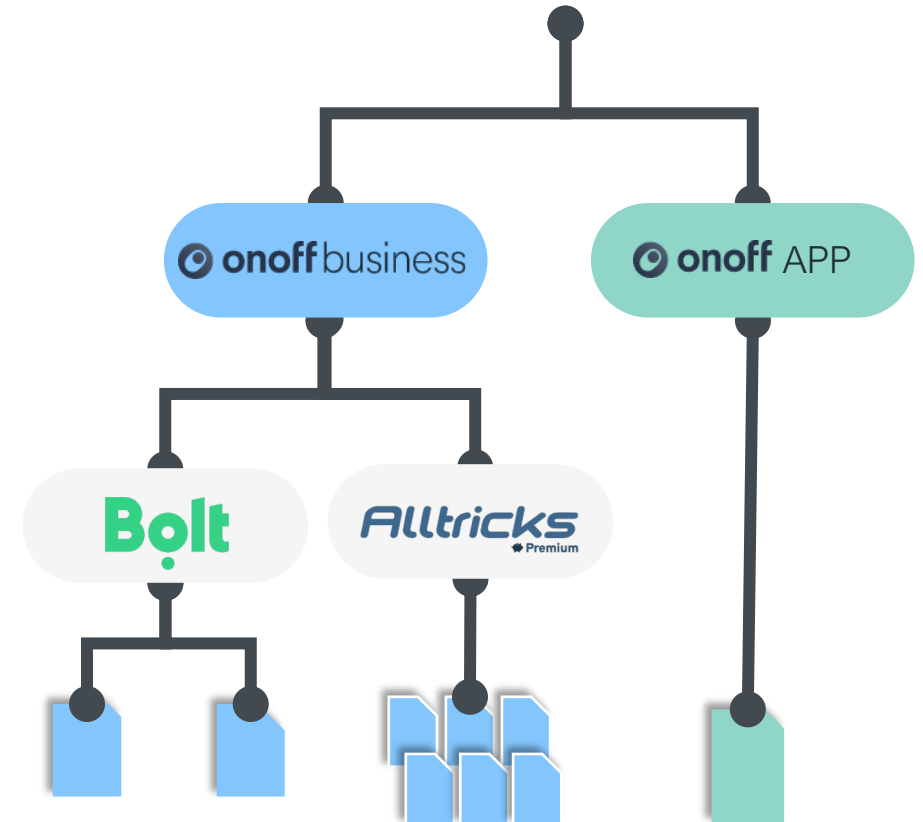


Credit “buckets” set limits and control spending



Allowances can be shared, prioritised and transferred across the hierarchy

**onoff**telecom





# 04

## Loyalty Incentives & Gift Bundles

A timely gift can make all the difference. Loyalty incentives provide a recurring or one time data or service usage gift or incentives, unique to your customer base. This strategy is very useful to:

- Incentivise service usage and engagement. For example, drive more app installs with a targeted gift tied to the app.
- Encourage specific actions, such as signing up.
- Contract subscription or renewal. Entice end users to stick with the provider when nearing the end of a 12-month contract.
- Reward on-time payers with bonus data and boost the number of end users who pay their bills on time. It's useful for post paid approaches and for pre paid plan renewals.

# Make the most of Gifts and incentives

## Recurring bundle offer

- 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.
- Powerful option to drive Contract subscription or renewal

## Short term gifts

- 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.
- 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.



**plusnet**

Plusnet Mobile offers a data bonus for its broadband customers as a customer acquisition mechanism



# 05

## Charity

Giving back takes many forms but giving back to causes that matter is another game. Corporate Social Responsibility matters.

Launching a mobile phone service to a charity membership or supporter base can drive incremental and recurring funds to the nonprofit of your choice. The CSP does the contribution on behalf of the customer.

Drive incremental and recurring revenue into your charity through mobile phone service usage and donations of un-used bundle allowance or cash balance from the end user to your charity.

Lifecycle Software is responsible for the debut of Ecotalk, an ecological MVNO whose profits are donated to environmental causes. Lifecycle Software provides the backbone for the brand's operations, from billing to provisioning and CRM. As a result, Ecotalk is able to fulfil its ultimate goal: creating homes for nature, helping wildlife to thrive. The subscriber base of Ecotalk has grown 56% in 2022, which channels more funds.

**ecotalk**  
by **ecotricity**



# Make the most of Charity

## Did you know?

77%

of consumers are motivated to purchase from companies committed to making the world a better place.

HBS, Harvard Business School  
<https://online.hbs.edu/blog/post/corporate-social-responsibility-statistics>

## Charity Possibilities



Adds value with charities or projects that resonate with your members or supporters



Reward end users with points which can be redeemed against their mobile service, as a discount in charity outlets or as funds for a cause



Increases end user interaction with your charity



Boosts loyalty to your charity and makes customers feel valued and engaged

# 06

## Roaming

As travelling is increasing throughout the world, guarantee the customers have all they need to perform communications is essential. Offer bespoke roaming add-ons tailored to different customer segments to leverage the opportunity.

- 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.
- 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
- Enable end users to use country specific call, text and data allowances in some countries (EU for example) 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.

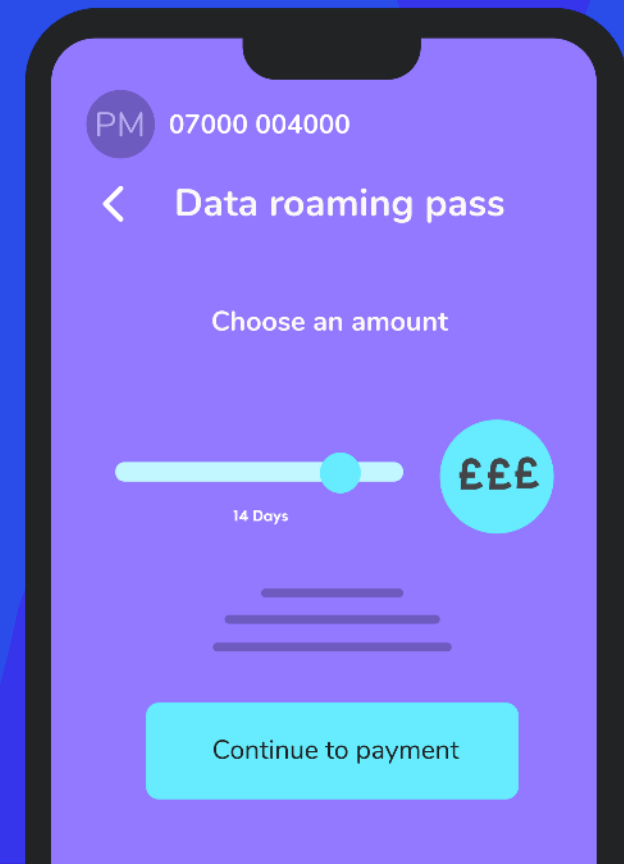
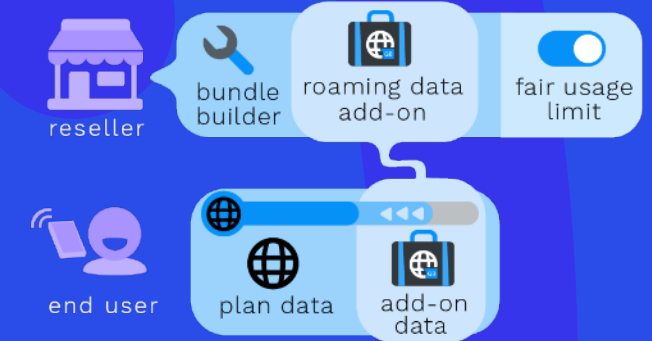
# Make the most of Roaming

## Recurring bundle offer

- Develop Roaming passes suited to customers needs
- Create option for daily caps, for example, prevent more than 2GB a day. This way your customers can rest assured about their consumption
- Take it a step further - allow customers to create their own Roaming pass, for the days they need and with the amount they prefer

## Capturing change of country allows to:

- Trigger message after failed EU roaming attempt
- Auto top up options based on failed calls
- Leverage destinations and seasonality
- Communicate roaming rates
- Activate APN settings
- Upsell roaming add-ons







# 07

## Smart Cap

### Smart Cap

Plusnet were market leaders in introducing their SmartCap feature, built by Lifecycle, to avoid customer “bill shock” well in advance of the new Mobile Bill Limits regulations, introduced in October 2018. This functionality, with intelligent workflows, allowed customers to set their own cap. The platform calculates spend limits, auto suspends and restarts services, whilst keeping customers up-to-date with SMS and email notifications.



# 08

## Optimise the experience

Powerful insights on every step



### Per Location

Indicators like country and cell ID can be used to optimise the experience in specific locations



### Per Device

Leverage data about device specs and usage to understand activity and foresee opportunity



### Per User or Segment

Track user journeys in real-time since day one for a comprehensive view of service experience



### Per Network Slice

Slices can be monitored to flag fraud, control revenue and obtain predictive insights

# Make the most of Predicting Experience



## Revenue assurance & personalised repayment

Better control over revenue leaks caused by reseller partners and Mobile Virtual Network Operators (MVNOs). Undertake decisioning based on contextual financial activity to propose effective repayment plans.



## Subscriber experience management

Proactively recognise scenarios that are likely to cause a negative service experience, such as weakened signal or drop in quality of service.

Metrics used: service status, location (if allowed), video latency, dropped calls.



## Churn prediction and prevention

Recognise events that signify a risk of churn and then offer personalised retention strategies.

Example: poor coverage in frequently visited locations, bandwidth consumption, billing information, support history and device type.



## Deep insights into network health

Gain insight from aggregated events from subscribers' devices in a specific area.

This can drive workflows to give customers the best quality of service, as well as help an operator spread traffic and build a better network based on real-time subscriber usage.



## Identifying & influencers

Use Social Network Analytics to prioritise incentives for higher paying subscribers or those deemed to be more influential.

Example: Trigger 'refer-a-friend' incentives at a time when a subscriber has consistently experienced a higher Quality of Service



# 09 Contextually Aware Marketing

AI monitors network events with the CCS Data Analytics Add On. It leverages Artificial Intelligence with predictive analytics and real-time decisioning to deliver strategic and personalised experiences with contextual customer engagements.

- Context and personalisation are key to impact and delight customers
- Deliver timely and relevant communications at right time
- Impact past, current and future customers
- Combine with engagements Promotions, Partner Offers and Rewards to boost results

# Make the most of Contextually Aware Marketing

Use **Refer a Friend** as a customer acquisition mechanism – but take it a step ahead



## Changing the reward criteria

Reward date config – bigger rewards paid later



## Drip feeding the rewards

For example: provide a part of the reward after 14 days and the remaining after 3 months.



## Personalise

Provide diff rewards based on the customer's needs, usage or interests



## Use Triggers

Create reminders of RAF based on action



## Gamify the process

Add a gamification dynamic with a leaderboard, history of referrals or extra bonuses for achievements

### How it works

Subscriber shares  
referral URL  
(contains unique  
token)

Person uses this  
URL to access the  
sign-up journey and  
joins

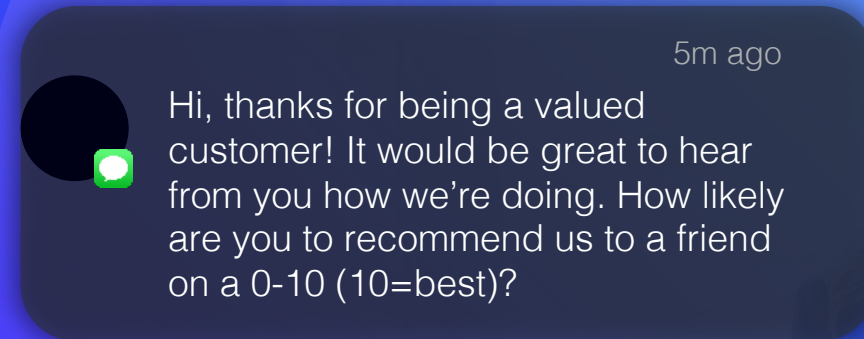
Referrer and  
referee receive a  
discount

The referred person  
is a paying/active  
subscriber for X  
months/renewal  
periods

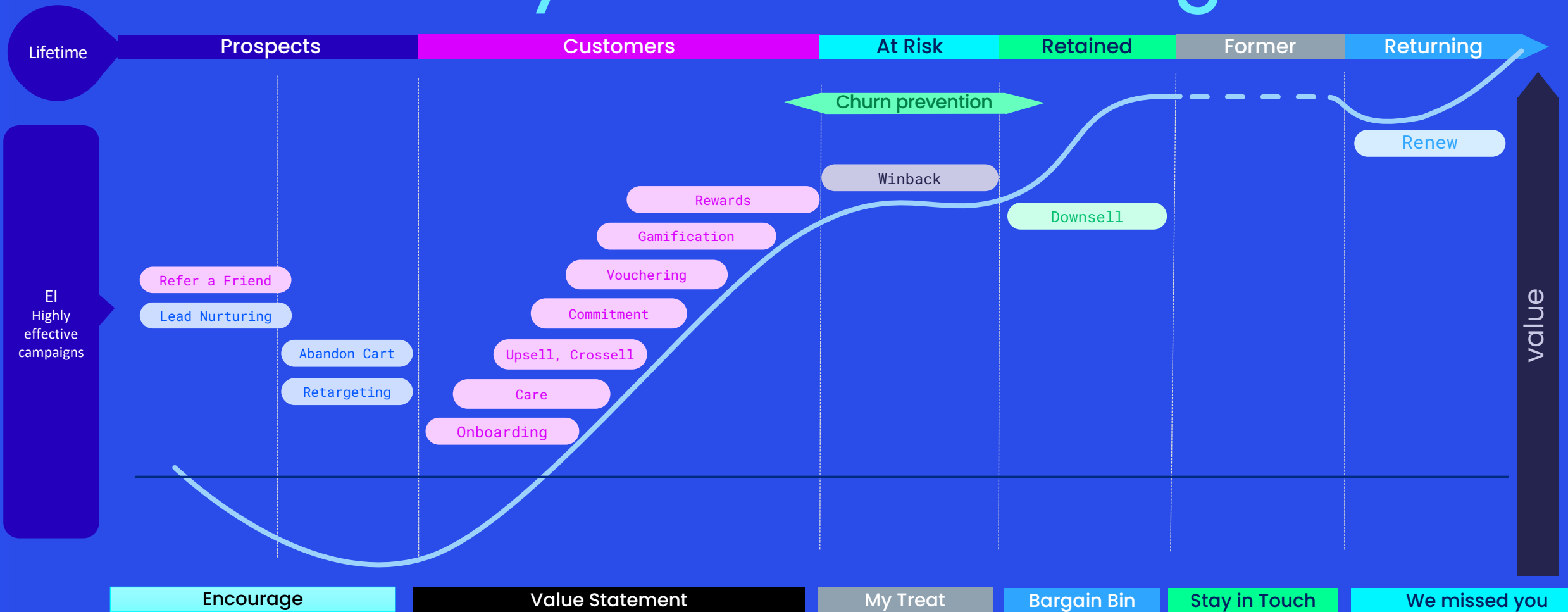
# Make the most of Contextually Aware Marketing

Take **NPS** a set further by seizing the opportunity on key journeys

- Deliver via Email, SMS, in app, in dashboard or according to customer's preferences
- Send NPS daily surveys to statistically relevant groups of users (new, inlife, long tenure...)
  - Assess satisfaction per segment
  - Obtain segmented insights over periods of time
- Pop up on app/ dashboard to get around Marketing prefs
- Integrate NPS in the customer experience- following a customer support chat, or customer agent comment



# Make the most of Contextually Aware Marketing



14 Types of marketing engagements according to the customer journey



10

# Fraud prevention & control

Fraud detection and fair usage policy control are increasingly important. Scams, breaches, network disruptions and more plague the industry.

The impact of fraud for operators involves network bandwidth waste, increased support costs and reduced quality of service. For subscribers, besides a worsened network experience, the risk of being scammed is high.

AI can monitor the network and partner data sources to detect and flag abnormal situations and act on suspicious activity.

Proactively counteract fraudulent behaviours with automatic workflows to terminate, block transactions, or suspend a subscriber in real-time

# Make the most of Fraud prevention & control

## How it works

- Advanced algorithms scout networks in real-time
- Pinpoint SIM cards, devices, subscribers and locations with abnormal or suspicious usage patterns
- We monitor thousands of indicators like
  - abnormal volumes of traffic
  - devices that sent thousands of SMS with a link
  - IMEIs with exceptionally high data consumption
  - Devices with several SIM cards associated within a short time

Automatic workflows can be created to flag and act on fraudulent patterns

With a set of APIs, businesses can directly control rules and filters to define their own unique workflows to suit their objectives



# Open new possibilities

The use cases listed are designed to boost CSPs' competitive advantage. They are provided by

- Lifecycle's CCS
- Lifecycle's Event Intelligence

Lifecycle's solutions were born to empower any communication service provider, either MNO, MNO sub-brand or MVNO. We equip brands with all they need to weave and deploy customer centric strategies that generate revenue, increase engagement and drive loyalty like never before.

Our Cloud native, highly dynamic micro-services architecture orchestrated by Kubernetes and open APIs enable easy setup and interoperability of components.

Our products have a very high degree of automation to enable CSPs to self serve and manage the strategies that fit their needs and the audience. There's no need for IT teams or complex designing. Thanks to automation, we guarantee a reduced time to market and allow business to focus on their customers and business growth.

Want to learn more about how our services can help your company's goals? Do not hesitate to reach out.

[Send us an email →](#)

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