

# OPENET<sup>®</sup>

eBook



## 5 WAYS TO INCREASE REVENUES AND LOYALTY WITH PERSONALISED CUSTOMER ENGAGEMENT

# DRIVE COSTS DOWN AND INCREASE CUSTOMER LOYALTY THROUGH PERSONALISATION AND COMMUNITY ENGAGEMENT

In this ebook, there are 5 use cases that illustrate the customer journey and experience of automated and real-time self-service. These use cases are illustrated by short videos that show the customer journey for each use case in the app. They cover:

- Personalised Offers
- Sharing Data
- Rewarding Community Based Support
- Using Predictive Analytics to Increase Loyalty
- Attracting New Customers and Growing Community Base

To play videos in this eBook, readers may need to have flash player installed and must be connected to the internet to view the videos. It is also recommended that readers download this ebook and save as a pdf rather than view it on their browser.

If you need to install Flash Player - Visit the [Adobe Flash Player Download](#) page - click for [Windows](#) | for [Mac](#).

Otherwise you can click on the 'watch video online button' on each page to view the videos using the vimeo player.

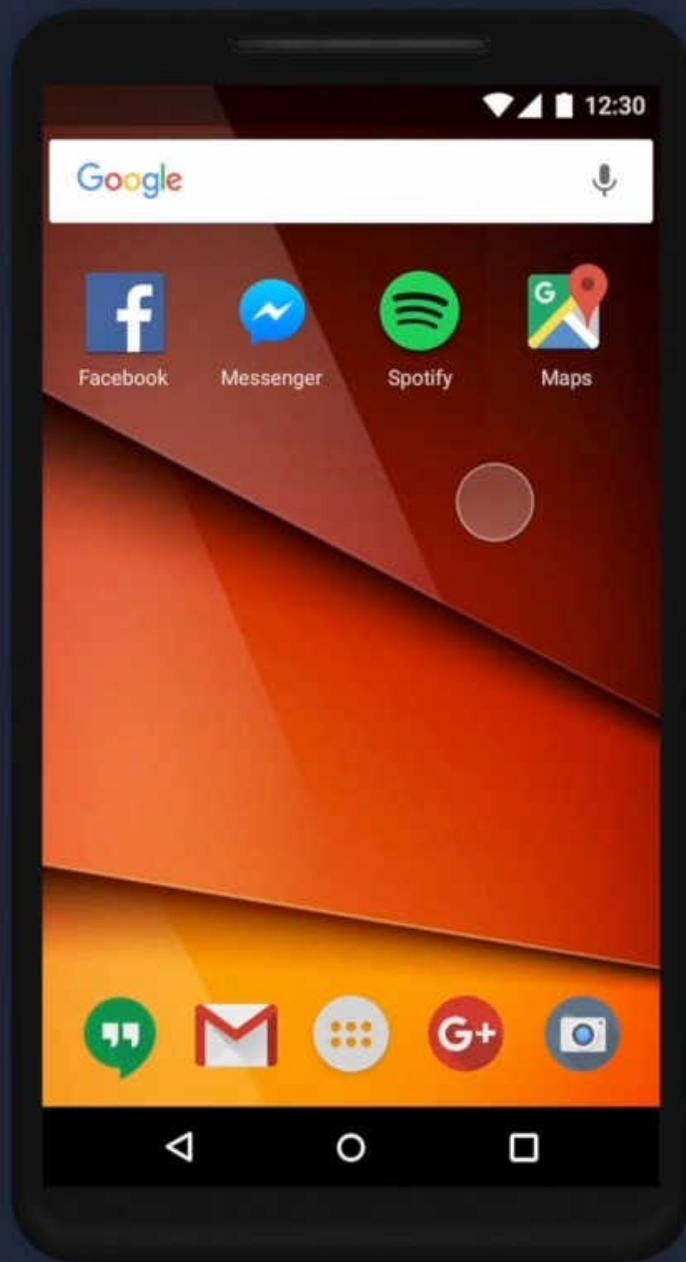
## PERSONALISED OFFERS - MUSIC OFFER

In this example, John who uses his mobile mostly to listen to free music on his daily commute to work gets a personalised offer to upgrade to Spotify premium.

As can be seen in the video, John has used up 90% of his data allowance on streaming music. Recognising this, his service provider makes John an offer to upgrade to Spotify premium with 5GB of extra data per month to listen to Spotify.

However, he does not have enough credit in his pre-paid account to purchase this offer, so he gets an option to purchase additional credit so he can take advantage of this Spotify offer as well as top up his general balance for data, voice and messaging.

**Click on phone to view video.**



**John**

Click on phone to activate video



Click here to watch the video online



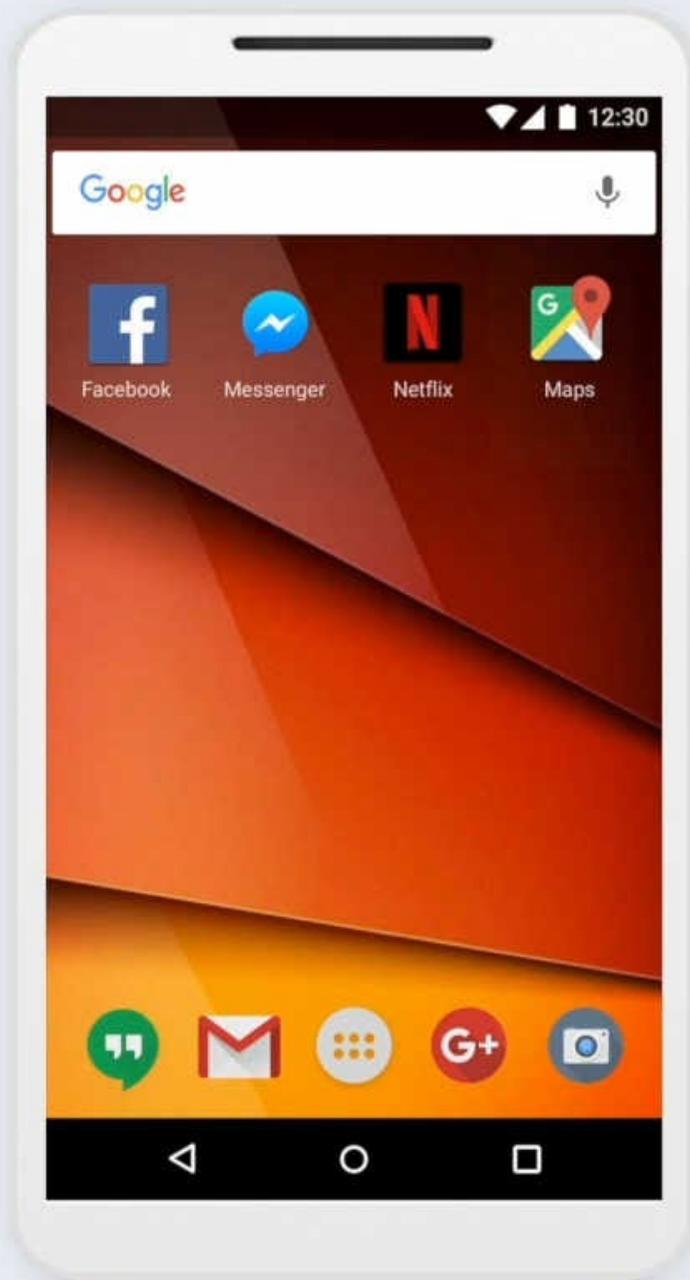
## PERSONALISED OFFERS - ROAMING AND MOVIE OFFER

In this use case, Jane is on holiday to the United States, she gets an offer on low cost roaming data for her trip to the US and the service provider also offers a free movie as a reward for her high value and loyalty.

In both of these examples, John and Jane are on the same base plan, but the offers made are context specific and personalised. Taking this approach has proven to increase offer uptake rates by up to 30% as well as drive new revenue sources.

**Click on phone to view video.**

Click on phone to activate video



**Jane**



Click here to watch the video online



# SHARING DATA AND ROLLOVER OPTIONS

One of the main complaints that many customers have with mobile operators is that they lose any unused data at the end of the month. Letting customers know how much data they have left over at the end of the month and giving them choices what to do with it could be an option to solve this problem.

In this example, we see that Sam has 2.1 GB of data unused at the end of month, which he can rollover to the next month or he can share with his friends. Sam decides to post on Facebook to see if any interested friends want to avail of his unused data.

As can be seen in the video, Sam shares his data with two of his friends on Facebook.

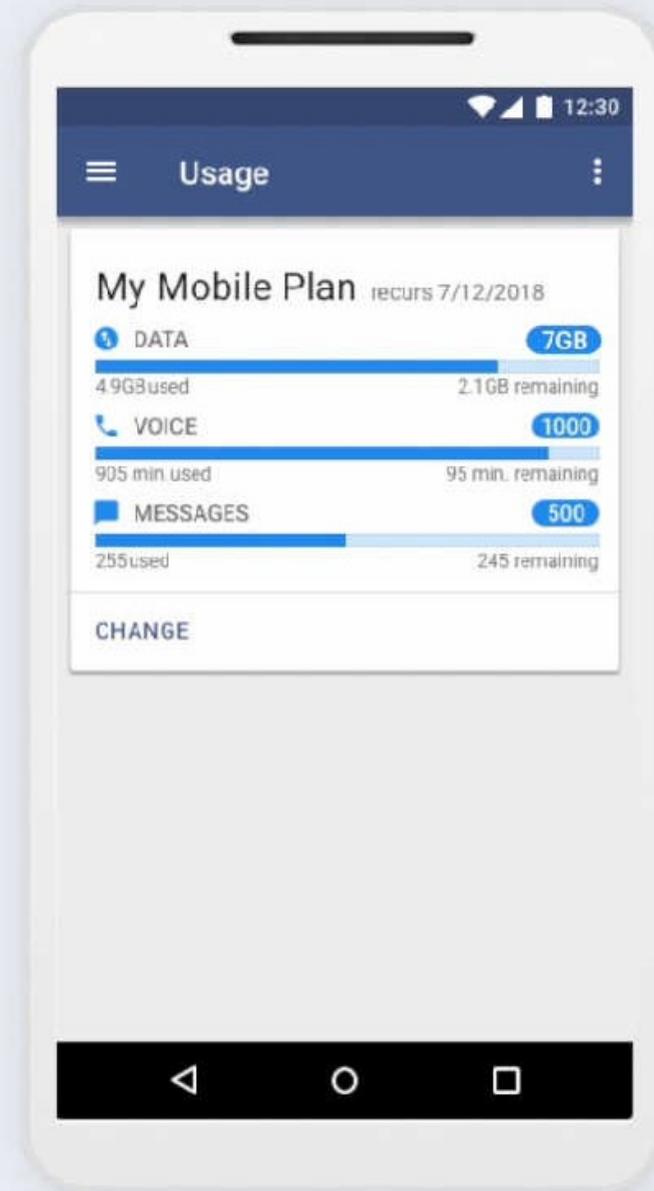
**Click on phone to view video.**



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**Sam**

Click on phone to activate video

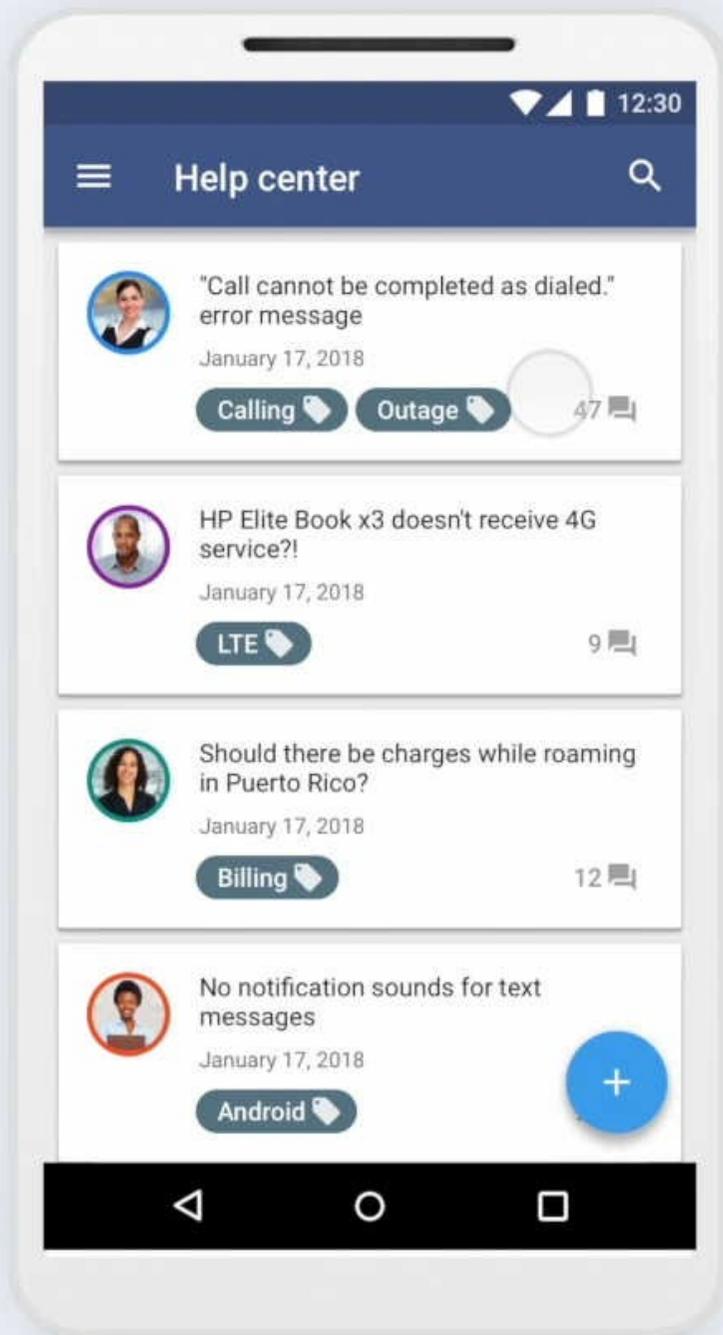
## REWARDING COMMUNITY BASED SUPPORT

Community based help forums can provide a lower cost and faster option for customer support. In this example, a customer is checking the community feed and notices a member logs in with a problem they are having. He has just read that there is an outage, and the member has not seen this.

He then comments and informs the member of the outage being the reason that their calls are not being completed. By posting the comment, the customer receives reward points, and redeems these and their saved points for a new smartphone.

**Click on phone to view video.**

Click on phone to activate video



Click here to watch the video online



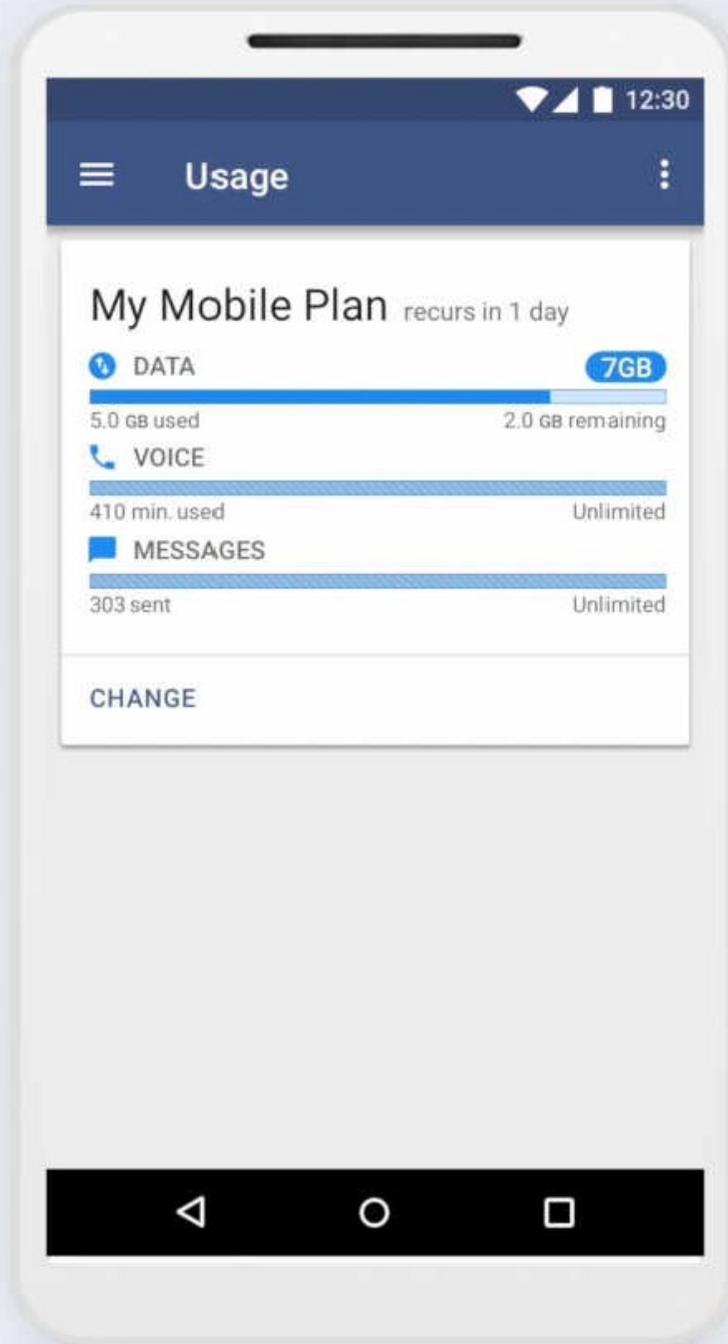
## INCREASE LOYALTY BY USING PREDICTIVE ANALYTICS

Giving people a choice what to do with unused data can help drive loyalty and advocacy. In this example, predictive analytics spots that Sam normally has 2GB left at the end of each month. So he's given a choice. He can gift the unused data to a friend, he can save the rollover data, or he can donate to charity. In this case the service provider has partnership options with charities, whereby 1GB of data can be exchanged for a \$10 donation to charity.

In this example, Sam redeems his unused 2GB and donates \$20 to charity. He then gets a prompt to share this on Facebook, telling his friends about how he can turn unused GB of data into cash for charities.

**Click on phone to view video.**

Click on phone to activate video



Click here to watch the video online



## EXPANDING COMMUNITY BASE AND GROWING REVENUE

Offering loyalty points that can be redeemed for a wide range of offers (e.g. from content and marketing partners) is a good way to encourage a sense of community and advocacy. In this example, Jane wants to continue building up her points to purchase that device she wants. So she extends an invitation to her friend John to join the service provider community. John sees the invitation from Jane and joins the community and Jane gets an extra 100 loyalty points. **Click on screen to view video.**

### Expanding community base and growing revenue

Recommending friends to join a community to receive  
rewards and loyalty points.



Jane

Click screen to activate video





## SUMMARY

Relevant and personalised engagement can increase loyalty and help turn customers into advocates who will promote your service and your brand. It can also remove many legacy costs and turn the device into the primary channel for all engagement. In order to provide this seamless and real-time customer engagement, all systems in the digital BSS and OSS stacks need to be automated and real-time.

A few years ago, such tightly integrated stacks would only have been available from a handful of large and very expensive legacy vendors. However, advances in Open Digital APIs and industry blueprints such as TMF's, Open Digital Architecture is helping change this and enable service providers get 'digital' faster. Now, with end to end pre-integrated platforms with pre-built use cases, service providers can get end to end Digital Business Platforms up and running in as little as 14 weeks, and at as little as 10% of the cost of the systems from the large legacy vendors.

The use cases here represent a very small example of the customer journeys that digital service providers are rolling out, but they do illustrate the options available to service providers as they look to increase customer engagement through digital channels and remove legacy costs from their business.

## ABOUT OPENET

Openet provides real-time software solutions and services to enable service providers to create new revenues from digital services and improve customer engagement. Our Digital Business Platform and solutions enable service providers to be more agile, innovative and enjoy a faster time to value.

We are all for open solutions that deliver value and benefits to our customers. We are against vendor lock-in and the vendor first, second and third approach that has been endemic in telecoms. We work with our customers to deliver innovative solutions that drive value and enable change.

We passionately believe that the most adaptable businesses are those that prosper best. We help our customers transform their businesses and access new revenues and profits by using the latest technologies and methods—in ways ranging from augmenting existing architectures or replacement with more agile and cost-effective end to end platforms.

Since its foundation in 1999, Openet has been at the forefront of telecoms software development and innovation. Our success is personified by the many long-term relationships it has fostered with the largest, most progressive and demanding operators across the globe.

For more information visit [www.openet.com](http://www.openet.com)



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## ABOUT OPENET DIGITAL BUSINESS PLATFORM

Openet's Digital Business Platform is an end to end Digital BSS platform built on Open APIs. Comprising of best of breed solutions from Openet and our partners, The Openet Digital Business Platform can be implemented from 14 weeks for greenfield sites and can reduce legacy BSS/ OSS costs by up to 90%.

Using pre-integrated solutions and pre-defined use cases, service providers can be quickly implement systems from scratch. This approach is often used for digital first, sub brands / MVNOs and also as a plan B to run alongside lengthy and expensive transformation projects.

Openet Digital Business Platform is available on premise or on private, hybrid and public cloud.

**Click here** for further information on Digital Business Platforms

The background features a stylized globe with a network of glowing blue lines and nodes. A hand is shown in the center, holding a glowing blue sphere. The Openet logo is prominently displayed in the middle-left area.

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