



*mobile pioneering  
sicap – simply your solution*

## Customer Retention Platform

Today's market is tough. New players are fuelling competition by aggressively attacking established market share, customers are demanding more and are always ready to go elsewhere. It is no secret that you need to fight for every single customer and to fiercely defend every hard-earned cent of business. You need to be able to promote new services and create new revenue streams.

We understand your need for relevant, real-time, personalised and cost-efficient customer retention programmes that are uniquely positioned to help you with this challenge.

**Sicap's** Customer Retention Platform offers you:

- Greater customer satisfaction and retention
- Real-time, microsegmented offerings based on usage history
- A way to capitalise on your network of partners and enterprises
- Cost-efficient loyalty promotions
- Centralised, quadruple-play loyalty
- Fast, flexible rollout of personalised loyalty campaigns
- Seamless integration with existing network and back-office infrastructure



# Customer Retention Platform

## The figures speak for themselves...

Save up to **USD 375 million per year**<sup>1</sup> due to reduced churn and related reacquisition costs, representing 12% of your overall turnover!

<sup>1</sup> Assuming 10 million subscribers and world averages of USD 25 ARPU, 2.5% monthly churn, USD 100 acquisition cost per user. Source: wirelessintelligence.com

## Greater customer satisfaction and retention

Sicap's Customer Retention Platform offers an intuitive end-user loyalty experience by awarding either direct rewards or allowing end users to collect points – which can be conveniently redeemed on attractive services. By actively rewarding your customers for using your services, you are enhancing their mobile experience and creating opportunities to grow your business, while also strengthening your brand recognition.

## Real-time microsegmented offerings based on usage history and fast, flexible implementation

By providing a versatile and flexible subscriber segmentation engine, you are uniquely positioned to build accurate customer profiles that really reflect your end users' preferences. By understanding what makes your subscribers happy and what keeps them coming back for more, you can design and market those personalised offerings that matter the most to them. Real-time bonus delivery is one of the strongest incentives for customer loyalty, increasing customer satisfaction, retention and service adoption. The powerful business-rules engine used by our platform therefore helps you create, implement and launch targeted new promotional campaigns in a few hours. It greatly reduces time-to-market and TCO, when compared to standard loyalty programmes in billing systems and IN platforms.

## Capitalise on your network of partners and enterprises

This is an open world. You shouldn't capitalise solely on your own products and services. It's time to use your infrastructure and involve third parties in creative programmes that bring more value to your customers, meaning more revenue for you, with special offers that

your subscribers will not find anywhere else or that your competitors are only dreaming of.

## Cost-efficient loyalty promotions

Which promotions will bring you the desired business performance? You need assurance before committing large scale investment into a given programme, but can't reliably forecast its results? Sicap's Customer Retention Platform reduces the costs of launching new promotions so drastically you can afford to simply try them all! Test and launch promotions on a small audience, measure results, and select only those matching your business expectations.

## Centralised, quadruple-play loyalty

If you have extended your business to cover fixed line and broadband internet communication, maybe even digital TV, sicap's Customer Retention Platform – featuring fully data agnostic and business independent data structures –, allows you to hook up any of these service platforms and deliver prepaid, postpaid, triple- and quadruple-play loyalty scenarios.

## Seamless integration with existing network and back-office infrastructure

Sicap's Customer Retention Platform is a high-performance platform built to handle billions of network transactions in a widely available telecom environment. Based on a highly scalable technology, it integrates seamlessly with current IN, billing and CRM platforms, without requiring you to outphase or even change any of these systems.

## How it works

