

The **ABC** to Loyalty Excellence



*mobile pioneering
sicap – simply your solution*

ALoyalty Assess proven by **NOVEDIA** CONSULTING

Sicap Loyalty Assess is a consulting package which provides operators with an in-depth analysis of their loyalty situation, benchmarked against operators in a comparable environment. The analysis pinpoints drivers of acquisition, retention and churn, and includes recommendations that are not just industry-proven, but come with a validation of benefit potential. The outcome is a presentation, delivered to you by highly experienced consultants who will help you reach a deep understanding of how to address loyalty for your customer base.

Your subscribers will benefit from:

- Incentives to remain loyal
- Value for money: tailored to ARPU
- Targeted campaigns: feeling valued
- The right offer at the right time

As operator you profit from:

- A clear picture of your loyalty situation
- Benchmarking/best practice
- A set of first recommendations to tackle your loyalty problems

Loyalty Assess

The ABC to Loyalty Excellence

Your challenges

You are an operator facing growing churn rates and/or declining ARPU. You may or may not:

- Utilise business intelligence systems that show you the roots of the problem.
- Have launched campaigns targeting your subscribers to improve their ARPU or extend their lifecycle.

You may also face excessive cost in acquiring new customers to make up for the churning ones. In any case you are not sure about the ROI of your actions and you feel that the measures you've taken have not improved the situation to your satisfaction.

How it works

The assessment is a 4-5 week project, in which we analyse a pre-defined set of your business data (see below) and back this data with interviews around key topics.

The results of the assessment are presented to you, together with a set of recommendations, and backed by calculations of potential cost savings or revenue growth.

Daily Voice / SMS Traffic

Per plan, per destination, per activation date.
Incoming/outgoing, call, real & billable minutes, SMS \$.

Voice / SMS per h Traffic

Per plan, per destination, per activation date.
Incoming/outgoing, call, real & billable minutes, SMS \$.

Daily Refill

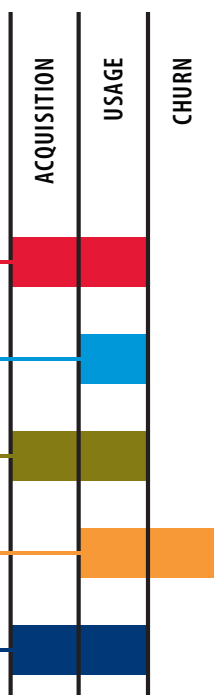
Per plan, per amount, per activation date.

Aging & Churn

Per plan, per activation date.

Quintiles / Value Contribution

Per plan, per destination, per activation date.
Voice vs SMS.



Reference project: South-West Africa

Situation: MNO with stagnating revenue growth.

Goal: Implementing a systematic quantitative approach to exploring revenue growth opportunities.

Results: Recommendations for tariff repositioning, action plan for re-focus on retention instead of just acquisition.

In total we have over 20 references in 9 segments.
Which one is your benchmark?

Market position	Leader	Angola Nigeria Ivory Coast	Algeria Egypt France Morocco	Russia Tunisia
	Challenger	Benin Mali Mauritania Madagascar Senegal	Algeria Belgium France Morocco	Botswana Jordan
	Entrant	Cameroon Ghana	France	Tunisia Gabon
		Emerging	Mature	Saturated

Market maturity (GDP-weighted)

About us:



Novedia Group vertically integrates the entire value chain of services created by the digital revolution, assisting companies in the development of their web and mobile strategy, from the consulting stages to technology implementation and service availability. Novedia is headquartered in Paris with around 500 experts around the world.



Sicap is one of the world's leading providers of customised mobile software solutions in the areas of convergent charging and rating, mobile payment, network services, device management and messaging.

Sicap is a subsidiary of Swisscom, Switzerland's number one telco, and has around 200 employees in 11 locations worldwide.