

The **ABC** to Loyalty Excellence



*mobile pioneering
sicap – simply your solution*

BLoyalty Boost proven by **NOVEDIA** CONSULTING

Sicap Loyalty Boost is a set of packages which provides operators with solutions for enhancing the loyalty of their subscribers. The packages are tailored for creating a result-driven loyalty environment with sets of actions that will deliver ROI rapidly.

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:

- Maximised ROI potential of loyalty campaigns
- Benchmarking/best practice
- Knowledge & efficiency improvement of your own staff



Loyalty Boost

The ABC to Loyalty Excellence

Your challenges

- Is implementing efficient Loyalty Programs a problem?
- Would you like to target different segments of your subscriber base?
- Does your staff need training?

You are an operator facing growing churn rates, acquisition costs and stagnating ARPU. You know loyalty is on your menu. You understand your customer base and have found the drivers of your problem.

Now you may need experienced support to turn your concept into action, or lack the right tools or resources for an efficient implementation of your plans.

How it works

Based on our experience and loyalty knowhow, we assist you with the following challenges:

From Concept to Action
We turn your strategy into a detailed action plan. In a two- to three-week project, we deliver the checklists and milestones that turn your yearly goals into a loyalty success.

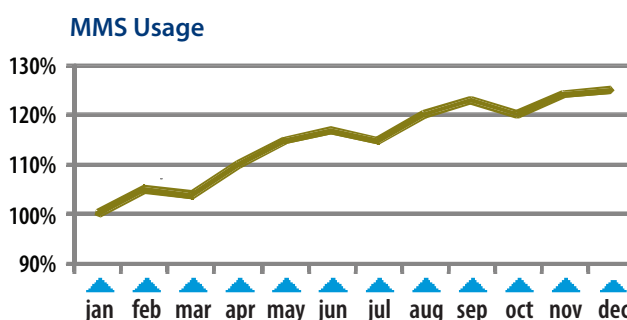
Train Your Marketing Staff
Our experienced consultants train your staff in a focused two- or three-day course: best practice, learning from benchmarks, checklists for successful campaigns, etc.

Reference project: Western Europe

Situation: MNO with unsatisfactory data ARPU.

Goal: Increase customer ARPU on multimedia and roaming usage (S/MMS, Wap GPRS).

Results: Action plan for customer upselling and usage development which led to a rise in MMS usage of +25% active users over a year.



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.