

## The **ABC** to Loyalty Excellence



*mobile pioneering  
sicap – simply your solution*

### **Loyalty Coach & Grow** proven by **NOVEDIA** CONSULTING

Sicap Loyalty Coach & Grow is a set of packages which provides you with solutions for fine-tuning your loyalty strategy as well as improving the performance and return on your loyalty investments.

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:

- High-performance loyalty program
- Maximised loyalty efficiency
- Benchmarking/best practice
- Knowledge & efficiency improvement of your own staff



# Loyalty Coach & Grow

The ABC to Loyalty Excellence

## Your challenges

- Are you fine-tuning your long-term loyalty strategy?
- Are your resources in line with it?
- Do you want to optimise your loyalty profits?

You are an operator with a long-term view and strategy for loyalty. You have the tools and resources, your actions are defined.

You may want an outside opinion on your roadmap, or a set of benchmarks to compare your results to. Now that your loyalty scheme is becoming mature, you might also think about streamlining your resources, or improving their efficiency.

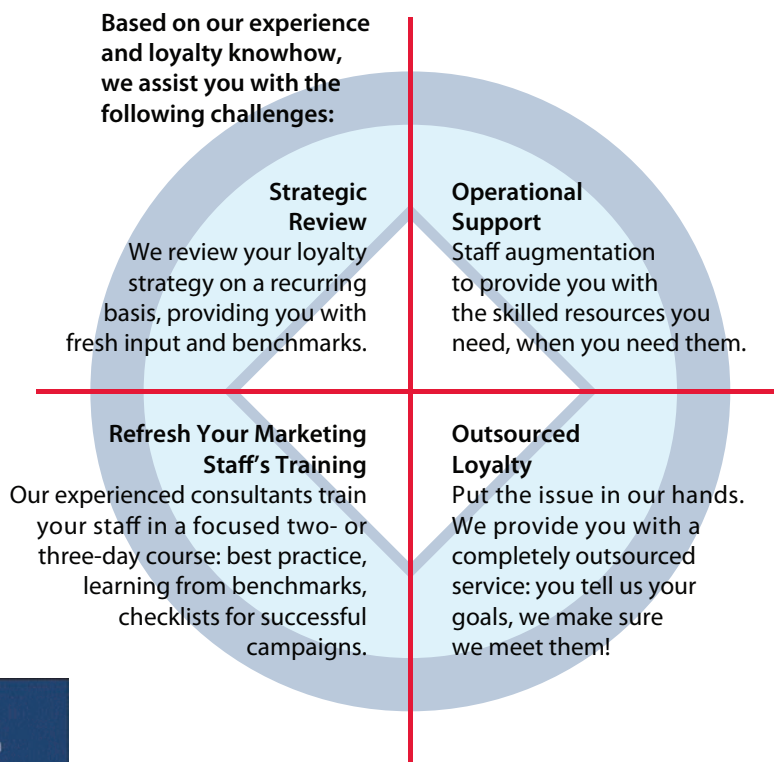
In total we have over 20 references in 9 segments. Which one is your benchmark?

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)

## How it works

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



## Reference project: North Africa

**Situation:** MNO with inefficient existing loyalty programs.

**Goal:** Loyalty performance improvement.

**Results:** Best practice implementation led to substantial loyalty costs cutting.

## 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.