



*mobile pioneering
sicap – simply your solution*

Loyalty Manager

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 – added to which, customer acquisition is expensive and pick up for new data services is slow. It is no secret that you need to fight for every single customer and to fiercely defend every hard earned cent of business.

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

Sicap Loyalty Manager offers you:

- Greater customer satisfaction and retention
- Micro segmented offerings based on usage history
- Cost-efficient loyalty promotions
- Centralised quadruple play loyalty
- Fast, flexible roll out of personalised loyalty campaigns
- Seamless integration with existing network and back-office infrastructure



Loyalty Manager

The figures speak for themselves...

- Save up to **375 million USD** per year¹ due to reduced churn and related reacquisition costs, representing 12% of your overall turnover!

Greater customer satisfaction and retention

Sicap's Loyalty Manager 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.

Micro segmented offerings based on usage history

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 customers happy and what keeps them coming back for more, you can design and market those personalised offerings that matter the most to them.

Cost-efficient loyalty promotions

You are not certain which promotions will bring the desired business performance? You need certainty before committing large scale investment into a given programme, but nobody can reliably forecast its results? Sicap Loyalty Manager reduces the costs of launching new promotions to such a low level that you can afford to simply try them all! With Loyalty Manager you can test-launch promotions on a small audience, measure results and select only those that match your business expectations.

¹ Assuming 10 million subscribers and world averages of 25\$ ARPU, 2.5% monthly churn, 100\$ acquisition cost per user (source wirelessintelligence.com)

Centralised quadruple play loyalty

So you have extended your business to cover fixed line and broadband Internet communication, maybe even digital TV, and you are now uncertain how to provide a consolidated and centralised loyalty experience across all these platforms? Sicap Loyalty Manager, 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.

Fast, flexible roll out of personalised loyalty campaigns

Real-time bonus delivery is one of the strongest incentives for customer loyalty, increasing customer satisfaction, retention and service adoption. However, how many times did you have to turn down your marketing plans because the window was too short to implement on the BSS/OSS? Sicap's Loyalty Manager's powerful business rules engine helps you to create, implement and launch targeted new promotional campaigns in just a few hours, greatly reducing time-to-market and TCO when compared to standard loyalty programmes in billing systems and IN platforms.

Seamless integration with existing network and back-office infrastructure

Sicap's Loyalty Manager is a proven high performance platform built to handle billions of network transactions in a highly available telecom environment. Based on a highly scalable technology, it integrates seamlessly with today's IN, billing and CRM platforms, without requiring you to out-phase or even change any of these systems.

How it Works

