Loyalty Programs

Reducing customer churn is a key initiative for many service providers. With annual churn rates that can range from 10% to 60% and high customer acquisition costs, churn is extremely costly. A correctly structured customer loyalty program enables operators to retain their most valuable customers, and increase ARPU by providing an incentive to stimulate subscriber service usage.

Openet Loyalty Program enables service providers to create and manage a highly flexible marketing program, to improve customer satisfaction and reinforce a positive brand experience. It works by offering awards based on spend, service usage, refills, and/or length of relationship. These awards can be accrued as points to facilitate subscriber- selected incentives or automatically as operator-selected awards based on specific subscriber activities.

FLEXIBLE PROGRAM PARAMETERS

The flexibility of the Openet Loyalty Program allows service providers to roll out creative loyalty programs that can be configured to meet the different needs of various customer segments and to encourage usage or behavior patterns that drive revenue and service targets. Awards can be based on actual usage or spend across voice, messaging, and data services. The value of the awards can be determined by a variety of factors, such as value or quantity of services consumed, time of day, period of time, length of time as a customer e.g., encouraging pre-paid customer retention, by offering 20% back on refill amounts after six months.

TRACK AND REWARD SERVICE USAGE

The key to subscribers adopting a loyalty program is making it intuitive and easy to use. Openet makes it simple to allow subscribers view and use points, or for an operator to automatically apply awards to a subscriber. Service providers can enable program participants to view and exchange loyalty points via a self-care online portal to reduce program costs, or should they prefer, through their customer care centers. Alternatively awards can scheduled to be delivered automatically based on subscriber's real-time service usage, spend, refill activity, or lifecycle status. By actively monitoring customer usage, real-time notifications can be sent to inform and encourage subscribers to redeem awards, use bonuses and to reach award loyalty status thresholds.

COST-EFFECTIVE TO MANAGE AND MAINTAIN

Openet Loyalty Program is highly flexible and easy to maintain, enabling providers to accommodate growing service catalogs and marketing programs. Service providers can easily setup, modify, and manage programs, such as adding new subscribers, changing loyalty awards, and setting expiry dates. Providers can readily track and monitor programs with real-time visibility into subscriber profile and usage information in order to identify new marketing program opportunities.

MAKE THE MOST OF EVERY SUBSCRIBER

Attract subscribers, provide them a great experience, maximize revenue from them, and minimize the cost to serve them. Sounds simple until you try to do it with millions of subscribers supported by inflexible legacy infrastructure amidst an ever-changing set of business requirements. To succeed in this environment, you must first know your subscribers and how they use your services, be capable of deploying innovative business models that maximize revenue, and be able to control the allocation of your network resources intelligently and efficiently. This is Making the Most of Every Subscriber. And Openet can help with our Subscriber Optimization Software. We provide this today for operators such as Vodafone, Orange, AT&T, Verizon and dozens of others across the globe.

OPENET FRAMEWORK

Openet products are built on the Openet Framework which gives our products their name and is the foundation for our suite of Subscriber Optimization Software.

The Framework provides carrier-grade performance, as proven by the world's largest service providers to process billions of events daily and manage thousands of transactions per second with low latency.

Openet products and solutions integrate seamlessly with any network, enabling service providers to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Openet's suite of products includes policy management, mediation, charging, rating, profile management and balance management.

SOLUTION DELIVERY SERVICES
Getting the Most Out of Your Investment

Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are deeply versed in the requirements for deploying and customizing our solutions to maintain performance at scale, while enabling service providers to launch new services quickly and cost-effectively.

A PROVEN FOCUS ON THE NETWORK EDGE

Openet focuses on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with Openet's industry-leading Framework and products, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

A **PARTNER** TO LEADING SERVICE PROVIDERS WORLDWIDE.

Openet implementations include long-running engagements with the world's leading service providers, including Verizon, AT&T, BT, Orange, and Telstra.

Openet Solutions

Openet Product Suite

CONVERGENT MEDIATION	CONVERGENT CHARGING	NETWORK EDGE RATING	BALANCE MANAGER	PROFILE MANAGER	POLICY MANAGER

(CTE) CORRELATION AND TRANSACTION ENGINE — SYSTEM DATABASE — (BRE) BUSINESS RULE ENGINE

Openet Framework

Openet Services

SOLUTION DELIVERY	CLIENT SERVICES
CUSTOMER SUPPORT	TRAINING SERVICES

Partner Products and Services

OPENET
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