The multi-SIM users and prepaid churn issues
In prepaid markets, cost-conscious users collect SIM cards to take advantage of the best voice and data offers, even owning multiple SIM cards from a same operator. Their unused SIM cards quickly become dormant and wasted. This multi-SIM user phenomenon increases churn and the SIM card volumes that operators need to distribute, as most SIM cards are for returning users.

To face this situation, operators need to provision more SIM cards, sometimes causing phone number (MSISDN) shortages. Some operators shorten the decommissioning delay to quickly free phone numbers for new users. But doing so, they lose customer information, damaging their ability to later regain inactive users.

Consequently, users trying to reuse their old SIMs find them disconnected and must buy a new SIM card, potentially from the competition. Then, rejoining users need to perform the full SIM enrolment process again, causing queues, customer dissatisfaction and overloading resellers.

Lower inactive prepaid users’ reacquisition costs and extend the SIM lifetime
With LinqUs SIM Reactivation, operators can regain inactive subscribers at a fraction of a cost by allowing them to reuse their decommissioned SIM cards.

LinqUs SIM Reactivation immediately detects when decommissioned SIMs connect to the network and automatically reactivates them by reallocating a phone number. When subscribers reuse their old SIM, they can choose their phone number (the same one if available – or a new one) and select a tariff plan and services customized according to the stored user’s profile.

Dormant SIM holders can rejoin by simply reusing an inactive SIM, anytime, anywhere. LinqUs SIM Reactivation relieves points of sales and increases customer satisfaction.

Operators massively reduce their subscriber reacquisition costs by optimizing phone numbers and SIM resources usage, and by reducing resellers workload.

This world’s first solution for real-time SIM card reactivation:
> Detects when a user connects a decommissioned SIM card to the network
> Can propose the user to select a phone number and targeted offers based on the decommissioned user profile, via intuitive on-screen instructions
> Provisions the user on the operator network based on the saved profile and new user-supplied information
> Supports identity registration processes
LinqUs SIM Reactivation

**In a nutshell**
LinqUs SIM Reactivation instantaneously detects and reactivates inactive users connecting to the mobile network, allowing operators to reacquire them at a reduced cost and turn them back into valuable users.

Returning users can conveniently reuse their decommissioned SIM card anytime, anywhere, select their phone number and new personalized services.

Operators can implement efficient customer win-back strategies by engaging with dormant SIM users to efficiently fight mobile prepaid churn.

**Benefits for end users**
- Get operator customized rejoining offers
- Easily rejoin with anywhere anytime on-the-fly SIM reactivation and profile restoration by removing the need to go to the point of sale and buy a new SIM

**Unique selling points**
- World’s first solution for real-time reactivation of dormant SIMs
- Robust and scalable platform providing full customization and easy integration with operator systems and processes, built on a proven Gemalto-owned signaling platform deployed across 135 countries

**Benefits for operators**
- Easily regain lapsed subscribers
- Drastically reduce subscriber reacquisition costs
- Allow targeted offers based on user’s profile
- Simplify the rejoining procedure by restoring the decommissioned profile and by enabling user self-reactivation
- Prompt users to register when required by local regulations
- Reduce the need for new SIM cards by enabling SIM reuse
- Optimize phone number usage
- Reactivate SIM cards from any vendor
- Relieve point of sales congestion
- Increase customer satisfaction
- Enable innovative marketing campaigns for subscriber re-engagement

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**Without SIM reactivation**
Subscriber stops using SIM
Operator decommissions subscriber, frees MSISDN
SIM not used
SIM discarded
New SIM and new subscriber acquisition costs

**With LinqUs SIM Reactivation**
Subscriber stops using SIM
Operator decommissions subscriber, provisions LinqUs SIM Reactivation, frees MSISDN
Subscriber reuses SIM and self-reactivates anytime, anywhere, possibly with registration (*)
SIM not used
Subscriber regained at no cost

(*) depending on country regulation