

# Life Mobilizer Service - Traffic Boosting

Helping operators maximize services value



TELECOMMUNICATIONS > SOLUTIONS

## Making your Life Management offer a success

When offering mobile services to subscribers, you wish to ensure a high level of adoption and use as well as an easy user experience.

Everybody knows that there are more failures than successes where it comes to launch a new telecom service. Implementing such a service raises questions such as:

- > Who's the target audience?
- > How to create a good user experience?
- > How to promote effectively?
- > Who's using this service and how often?
- > How track the service performance?

This service, available for Gemalto hosted customers (Allynis), gives visibility on Digital Life Management Services and helps marketing managers to adjust service to the right targets.

## 20% uptake rate of your mobile service

In parallel of the 90 Gemalto mobile backup services deployments, Gemalto has created a service offer whose objective is to support carriers when launching or promoting their phonebook backup service.

Gemalto's consulting approach is committed to maximize reach and usage of these services. You can benefit from our unique experience in the implementation of data backup services all across the world in Americas, Europe Middle East Africa and Asia with many well-known successes such as Claro Brazil or SFR France.

This service is 100% available for hosted mode carriers and rapidly ensures a 20% activity thanks to tailored products, recommendations and teasing campaigns capabilities.

## Follow up of key metrics ensures strong technical & consulting team reactivity

Gemalto's Traffic Boosting team is particularly focused on your service uptake rate (Active users), usage development (Transactions performed and frequency of use) and best practices usage. This ensures a robust life time management for your backup and mail services.

## A consulting approach to support in every step

Personal Life Mobilizer Consulting has developed a step by step approach to ensure success of your Data Backup Service.

- > **Design of the Service** – Gemalto, working in collaboration with your marketing department, helps you design your Data Backup Service based on its experience of previous successful service launches. It covers:
  - Making the choices to create a service of easy use and access
  - Optimization of service pricing
  - Promotion of the service to maximize awareness and use

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- > **Analysis of service performance** – Gemalto Business Intelligence tool and Gemalto Analyst service provide reports of service performance, adoption rate and usage in order to segment users usage patterns and identify key success factors.
- > **Corrective Action plans** – Based on this analysis, Gemalto Traffic Boosting Consultants propose new actions to re-design the service and improve Service revenues.
- > **Promotion of the service** – Gemalto promotes the service with SMS interactive teasing campaigns. We can fully operate these campaigns defining targets and messages with your marketing department. The objective is to disclose detailed campaign analysis to improve service usage and reach.

## A set of tools to ease service enrollment and increase service awareness

- > **Welcome message & automatic services configuration:**  
**A Traffic Boosting premium**  
Gemalto has developed a unique expertise to promote operators' protection services to the end-user and enable a full protection of user data if requested.
- > **Self-promotion**  
Operators can now remind their subscribers of the importance of regular back-ups of their personal content.
- > **Teasing Campaigns**  
Our teasing campaigns reach 100% of the subscriber base, even those that don't use the service regularly. Personal Life Mobilizer – Traffic Boosting creates bridges between the SIM and the handset content.

## Operator benefits: Gemalto Commitment

- > **End-users' satisfaction and popularity of the service:** Gemalto has dedicated a technical and marketing team to ensure service availability & ramp-up (workshops to launch the pre-service for instance)
- > **Optimized parameters for key Digital Life Management Applets to generate more value:** Welcome Message & self promotion implementation & fine-tuning to optimize usage patterns
- > **Reduction of churn:** Keep subscriber's personal data stored in operator's property
- > **Activity monitoring:** Regular follow-up of key metrics delivered through reports & teasing campaigns
- > **Stream revenues improvement:** using Traffic Boosting Teasing Campaigns as a bridge between SIM and handset data.

## End-user benefits: Service Discovery

Gemalto gives the opportunity to operators to push services that allow end-users to maximize their social life. For instance, end-users can backup their phonebook in just one-click.

## Solution key features

- > **Service Deployment:** deployment of the Gemalto SIM Personal Life Mobilizer applet or Service Registration Engine applet among card shipments is required to ensure a good footprint
- > **Service Design:** Integration of the key Traffic Boosting Applet into card profile
- > **Service Operation:** customer is committed to disclose to Gemalto usage & billing details of the data backup service – These data will be charged into the Gemalto Analysis Platform regularly so Gemalto can suggest improvements of the service. The customer will give Gemalto the permission to run teasing campaigns with its approval.

## Key deliverables

- > **Pre-Launch Consulting:** standard study at pre-launch of your Digital Life Service defining best commercial and marketing practices including key benchmarks.
- > **Monthly Reports:** as an Allynis (Hosted mode) customer, you receive monthly reports with key metrics (technical & use statistics)
- > **Teasing campaign support:**
  1. Customers receive pre-campaign reports for setting up campaign parameters
  2. When Campaign is launched customer receive weekly reports.
  3. Campaign analysis