The multi-SIM users and prepaid churn phenomena

In prepaid markets, cost-conscious users collect SIM cards to take advantage of the best voice and data offers, some 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, in many prepaid markets, 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 enrolment process again, causing queues, customer dissatisfaction and swamping resellers.

Reduce subscriber reacquisition costs and extend the SIM lifetime

With Gemalto SIM Reactivation, operators can regain these inactive subscribers at a fraction of the cost by allowing them to reuse their decommissioned SIM cards.

Gemalto SIM Reactivation immediately detects when decommissioned SIMs connect to the network and reactivates them. Subscribers can reuse their phone number if available, or select a new one. They can also choose a tariff plan and services proposed according to the stored user’s profile.

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

Operators massively reduce their subscriber reacquisition costs while 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 updated information

Gemalto SIM Reactivation
Easily regain subscribers and drastically reduce reacquisition costs
Gemalto SIM Reactivation

In a nutshell

Gemalto 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 a 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 operators

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

Benefits for subscribers

- Get operator’s customized rejoining offers
- Easily rejoin with anywhere anytime on-the-fly SIM reactivation and profile restoration without having to go to the point of sale and to buy a new SIM

Unique selling points

- World’s first and only 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

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 Gemalto SIM Reactivation

Subscriber stops using SIM

Operator decommissions subscriber, provisions Gemalto 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

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