

## Business Need

**Cost Savings**

**Improve Customer Service**

**New Channels**

For promotions, 'on-spot' offers

**User Experience**

Offer intuitive and interactive user experience to users across handset types

## Solution Offered

**MobiLytix™  
Digital Care**

## Case Study Digital Care

for a *British* mobile phone retailer & third largest broadband provider

## Results Achieved

iD mobile App registered **240K+** Unique Accounts

### Engagement Strategies achieved for the client:

#### Threshold Alerts

- Minute/Text/Data

#### Reminders

- Payment due alerts

#### Number Portability

- Port-In

#### Bill Management

- Capping Alerts

#### Personalized Notification

#### App Store

#### Auto Authentication

#### One Time Authentication