



MOBILYTIX™ FLEXIBLE COUPON

Ensuring Enhanced Usage and Customer Retention

Even today, mobile subscribers in most of the countries including Middle East and Africa prefer to recharge their accounts via prepaid vouchers. Currently, however, the subscriber is unable to choose the best offer available to them. This in turn raises several issues for retailers, subscribers and operators at different points in time.

CHALLENGES ASSOCIATED WITH VOUCHER-BASED RECHARGES

RETAILER

Managing multiple stock keeping units becomes difficult

Unavailability of multiple vouchers

A higher turnaround time

SUBSCRIBER

A single set of benefits associated with one price

The absence of a “best offer” recommendation engine

Lack of customer loyalty

OPERATOR

Managing multiple stop keeping units becomes difficult

Unavailability of multiple vouchers

A higher turnaround time

In this context, the need of the hour is a solution that ensures the customer is aware of the most viable plans via a paper-based recharge system.

The MobiLytx™ Flexible Coupon functions as a dynamic offer management tool that enables subscribers to select from both open and segmented offers. This is especially useful in a predominantly prepaid market with single price points.

The MobiLytx™ Flexible Coupon ensures that the customer's journey is enhanced at all touch-points. The subscriber purchases a scratch card of a fixed denomination and dials the code provided. Thereafter, they are able to view the available loyalty points and segmented offerings. The subscriber then selects a single product code and the loyalty points associated with the same are provisioned to their account. A notification denoting the end of the transaction is then sent to the customer.

BUSINESS BENEFITS

SEGMENTED CUSTOMER OFFERS

Offers are fine-tuned to match a customer's profile, thus increasing the cross selling rate.

USAGE AND RETENTION THROUGH CHANNELS IS ENSURED

This is achieved as the subscriber is active at every stage of the purchase process.

SUBSCRIBER LOYALTY

This is improved by offering incentives and continuous customer engagement.

MANAGEMENT OF CHANNEL-BASED KEY PERFORMANCE INDICATORS

The operator is sent updates to track the same

REDUCTION IN COSTS ASSOCIATED WITH SALES AND DISTRIBUTION

The "single price, multiple benefits" approach reduces an operator's dependency on logistics

ACCELERATED TIME TO MARKET

Offers are available in real-time and are flexible.

Mahindra Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$17.8 billion Mahindra Group. Its extensive portfolio of solutions spans mobile finance, content, infotainment, customer value management, messaging, mobile data and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Mahindra Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 90 countries and enrich the lives of over a billion people to deliver a better future. In January 2016, the company acquired a controlling stake in Advanced Technology Solutions (ATS), a leading provider of mobility solutions to the telecom industry in Latin America to strengthen its in-region presence.

For more information, please visit www.mahindracomviva.com

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