



# PUTTING THE SUBSCRIBER AT THE HELM OF NAVIGATING THE MOBILE OPERATOR BENEFIT LANDSCAPE



**SmartShop** empowers subscribers with the **ability to choose services** and benefits that they want, and the flexibility to **tailor their own network experience**.

#### UNCODED OFFER CREATION ENVIRONMENT

- UNcoding is the new trend! Reduce your dependency on programmers by using SmartShop's intuitive GUI, leveraging built-in business rules and building blocks to quickly launch new offers. All the coding has already been done - you simply configure your offers.
- SmartShop's offer creation environment combines a simplified configuration framework with powerful business logic in the background to create highly diverse and flexible offers.
- Leverage powerful UNcoded and simplified technology to drastically cut time-to-market and differentiate from the competition!

#### BENEFIT AND LIFECYCLE MANAGEMENT

- SmartShop manages the entire range of subscriber lifecycle events at a detailed level. Promotions can be easily configured to automatically allow extensions and add-ons so as to ensure the subscriber is kept on-board, thus reducing churn and driving customer lifetime value.
- Usage based lifecycle events are configurable in the SmartShop GUI allowing renewal prior to expiry date if the benefit usage balance reaches zero, thus ensuring generation of revenue based on subscriber needs and usage rather than a static expiry date.
- Administrators can use the GUI to configure automated renewal reminders which encourage subscribers to renew when it is convenient, thus creating stickiness.

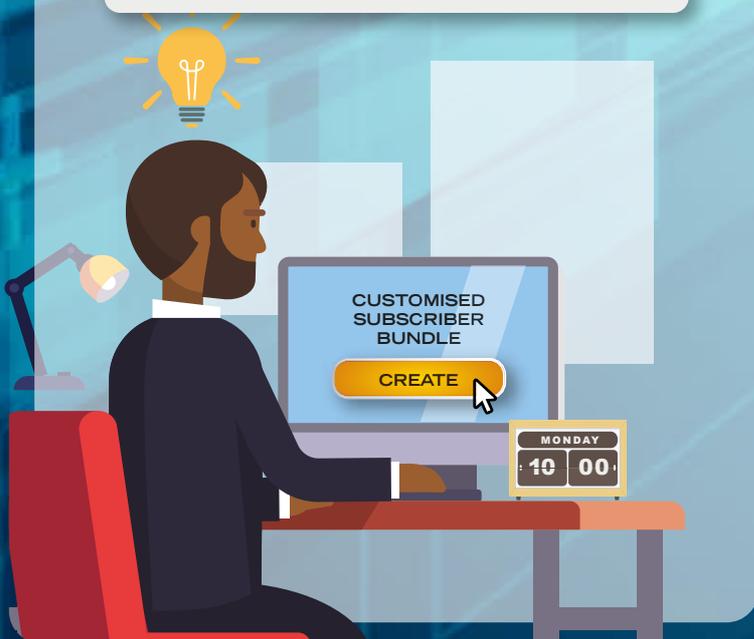
#### VIRTUAL SHOP FRONT

- SmartShop cuts the fuss and lets you launch new offers directly to a virtual USSD Shop Front.
- Gain a competitive advantage with SmartShop by giving subscribers the power to navigate and self-provision their own combinations of mobile benefits with ease.
- Unburden your customer call-centres! Subscriber self-care functionality via the mobile shop front alleviates the load on your customer care agents.

#### ENHANCED SUBSCRIBER JOURNEY

- Design subscriber journeys that lead to real growth in ARPU by meeting the subscriber at their point of need, offering on-demand and attractive customisable benefits.
- SmartShop optimises spend by providing Recommended Bundles based on previous behaviour and actual usage patterns.
- Keep subscribers engaged regardless of account balance using our innovative Dynamic Affordability Recommendations feature which offers affordable alternatives to the subscriber in the case where they have low funds available.
- SmartShop provides a compelling, enjoyable subscriber experience which strengthens customer satisfaction and loyalty.

#### MARKETING DEPARTMENT



#### EASY TO LAUNCH



# SmartShop empowers subscribers with the ability to choose services and benefits that they want, and the flexibility to tailor their own network experience.

## SEGMENTATION & MASS CUSTOMISATION

- Improve marketing effectiveness by means of dynamic, micro market- segmentation. SmartShop provides highly granular configuration options around subscriber needs, eligibility and other marketing criteria.
- SmartShop assists in increasing subscriber spend through targeted offers to very “thin” market segments or groupings of subscribers based on specific combinations of Class of Service criteria.
- One size does NOT fit all! SmartShop drives promotion uptake through mass customisation of offers satisfying the diverse needs of the various subscriber segments.

## INTEGRATED MONITORING AND REPORTING

- SmartShop includes a Business Activity Monitoring (BAM) interface with visual representations of key performance metrics.
- BAM lets marketing managers control the entire service-offering process in real-time and make on-the-fly adjustments when required to improve marketing effectiveness.
- The visual interface allows managers to populate their screen with their own selection of Key Performance Indicators (KPI's) for monitoring.
- SmartShop provides a comprehensive range of reports, including key statistics such as daily revenue, subscriber uptake and subscriber activities for individual offers and groups of offers.

## ORCHESTRATION & PROVISIONING

- SmartShop's end-to-end platform seamlessly orchestrates subscription management across a host of mobile benefits and services on the operator charging system, as well as other external systems.
- Application Programming Interface (API) allows other 3PP developers to integrate with SmartShop.
- SmartShop enables the provisioning of a wide range of benefits and services:
  - Standard benefits such as data, SMS & voice.
  - Sub-types including time or volume based data, international voice or on-net SMS.
  - VAS benefit elements including ringtones, infotainment services and news services.
  - Free rewards and bonuses.
  - Broadband roaming, GPRS, data speed and data priority management.
  - Multi-account charging including partial charging from multiple accounts and setting priority of accounts to be charged.
- SmartShop orchestrates between multiple external systems to deliver comprehensive offers to your subscribers.

## MOBILE SHOPFRONT



## CUSTOMISABLE OPTIONS

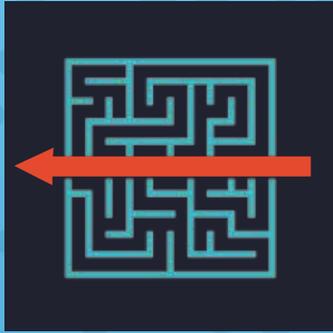


Concurrent Systems' **SmartShop** is the mobile operator's one-stop-shop for creating, launching, managing and monitoring digital offers conveniently accessed by subscribers from their mobile phone - anywhere, anytime.



**FIRST-TO-MARKET**

Get to market **FIRST!** Gain market share and first mover advantage with the rapid launch of new offers to a virtual shop front where subscribers can start transacting immediately.



**SIMPLIFIED COMPLEXITY**

SmartShop's offer creation environment combines a simplified configuration framework with powerful business logic in the background to create highly diverse and flexible offers.



**UNCODED APPROACH**

Our unique "UNcoded" technology enables the rapid creation and launch of new offers via an intuitive GUI with all the required configuration options and business rules already built-in.



**MASS CUSTOMISATION**

Operators are able to leverage mass customisation functionality to provide subscribers with offers specifically suited to their individual needs.



**VIRTUAL SHOP FRONT**

SmartShop not only creates and manages new offers, but also enables the launch of these offers into a virtual USSD shop front where subscribers can self-navigate the selection and purchase of mobile benefits.



**SUBSCRIBER JOURNEY**

Design subscriber journeys with experiential outcomes that lead to real growth in ARPU by engaging the subscriber at their point of need, offering on-demand and customisable benefits.



**MEASURE FOR SUCCESS**

Business Activity Monitoring (BAM) provides key performance statistics in real-time, allowing campaign managers to make on-the-fly adjustments to improve marketing effectiveness and increase subscriber uptake.



**APPLICATION PROGRAMMING INTERFACE (API)**

An API allows 3PPs to integrate with SmartShop's offer creation and lifecycle management functionality, opening up new sales channels for the operator.

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