



“Context-enriched services have the potential to create new revenue opportunities and enhance the customer experience. These opportunities come at a time when carriers need to capitalize on the wealth of contextual information they hold about their customers.”

— Gartner

With Globys Mobile Occasions, service providers can meet a variety of objectives including increasing mobile data usage, stimulating more frequent prepaid top ups, migrating customers to higher rate plans, and churn reduction.

Globys® Mobile Occasions

How to Monetize Contextual Insights to Maximize Customer Lifetime Value

Globys Mobile Occasions is a contextual marketing solution that helps operators better engage their customers throughout their life cycle. The Globys Mobile Occasions solution identifies the right context in which to proactively engage each customer and the right action to take to ensure that every communication helps increase customer lifetime value.

Designed exclusively for the telecom industry, Globys Mobile Occasions treats each customer as a segment of one to drive highly personalized and relevant messages. The solution identifies the right occasion in which to engage with a customer by targeting a wide range of contexts, such as when a customer has added a new service, when their pre-paid balance is low, when they've just topped up, when they are at a particular location, when their usage has spiked or dipped, they've just paid their online bill, a particular day or week, etc. For each context, the solution also identifies the right communication e.g., an informational message, discount offer, overage alert, trial incentive, loyalty benefit, Customer Care response, etc.

Customer-centric Life Cycle Management

Globys Mobile Occasions assumes a customer-centric approach toward customer life cycle management. The solution can identify a wide range of contexts, including those that are billing-related, usage-related, driven by customer interactions, a customer's life cycle, behaviors, relative location, external events, time, etc. and applies them across an entire life cycle to drive proactive, relevant customer communication. This ability to leverage unique contexts to optimize the delivery of messages, offers, and content is unique when compared to traditional marketing methods that rely on segmentation schemas and calendar-based life cycle event triggers. By maximizing the relevance of communications to each customer over time, Globys Mobile Occasions helps operators improve customer lifetime value, increasing overall customer revenues and loyalty while lowering cost to serve.

Automated Learning Determines Right Action to Take

What is unique about Globys Mobile Occasions is that the solution gives operators the ability to leverage complex behavioral attributes and usage data to uncover more relevant life cycle-based contexts to positively impact each customer. Operators gain the ability to target specific moments in time that are likely to impact a customer's future profit potential. For example, the solution can take current usage and top up data for a prepaid subscriber and determine that they will run out of credit prior to expiry and thus be more receptive to a bonus top up offer after completing a call. Or that the best time to contact a postpaid subscriber with a loyalty reward to prevent churn is after a period of unusually high usage. Or that for a high value customer that has experienced five dropped calls in one week, a proactive SMS crediting the account for the dropped calls is best. In this case, a proactive alert not only preempts a call to Care but also increases customer loyalty.



GLOBYS— A SUPERIOR PARTNER

- Exclusive focus on the telecommunications industry with analytics products that have been in market for more than 15 years.
- Strong customer adoption—applications that meet customer needs, are easy-to-use, and are high quality.
- Ability to execute globally—currently serving providers in North America, Asia Pacific, Europe and the Middle East.
- Marquee customer base with strong references—rapid implementation, tangible value, strong ROI.
- Proven ability to aggregate and mine data from disparate carrier systems—and make it useful.

Globys Mobile Occasions alerts operators to contexts that matter, providing every business unit, from Care and Engineering to Billing and Marketing the opportunity to positively impact the customer experience. Then through automated machine learning, the solution identifies the optimal action to take as well as the impact of not taking action, eliminating many of the manual and complex processes that many operators face today.

Enhance Existing Tools and Data with Contextual Intelligence

Globys Mobile Occasions integrates with and enhances existing campaign management systems and Business Intelligence tools to deliver true context-driven life cycle management. It unleashes the power of the data that operators already have to enable a customer-centric approach that leverages unique contextual insights. Operators gain the ability to deliver personalized and relevant communication throughout the life cycle allowing them to be smarter about how to manage customer relationships. With Globys Mobile Occasions, they can target the right communication to each customer in the right context e.g., when their usage has increased, they are approaching contract renewal, have received their first bill, incurred overage charges, added a new service, are traveling, calling Care about a different rate plan, texting with friends, etc.

Benefits for Service Providers

- **Higher customer lifetime value:** The Globys Mobile Occasions solution helps operators maximize customer lifetime value by monetizing contextual insights to positively impact ARPU, retention and cost to serve.
- **Increased relevance:** With Globys Mobile Occasions operators can determine the best communication for each customer and the right context for delivery leading to enhanced relevancy and value of communications, offers and interactions.
- **Smarter, more effective marketing:** Globys Mobile Occasions provides operators the ability to drive more effective customer life cycle campaigns that incorporate unique contexts beyond relative time e.g., third month as a subscriber, two months until contract renewal, etc.
- **Efficiency:** Through automation and machine learning our system determines what is the right message and context for each customer, eliminating the need for specialized technical intervention and enabling faster time to market.
- **Higher customer satisfaction:** By adopting a customer centric approach to delivering personalized and highly relevant communications and offers, Globys Mobile Occasions helps operators build customer trust and increase satisfaction.



About Globys

Globys provides some of the world's leading telecommunications carriers with solutions that help them leverage their customer data assets to enhance the overall customer experience. A spin off from VeriSign Inc., one of the world's leading providers of infrastructure services, Globys offers a suite of products that have helped meet the needs of telecommunications carriers for more than 15 years, and now supports more than 25 customers globally. Each of Globys' applications are designed to leverage customers data into rich, more valuable intelligence, helping carriers to increase revenue, reduce churn and enhance profitability across the entire customer lifecycle.

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