

Use Case: Loyalty Bonus Programs



STRENGTHEN CUSTOMER LOYALTY, MAINTAIN ARPU, AND GENERATE NEW REVENUE



What Is the Value of Loyalty Bonus Programs?

Using analytics to understand subscriber behavior and preferences, operators can offer Loyalty Bonus Programs to customers as a reward for mobile data consumption milestones, as part of special promotions with partners, or to upsell new services. The programs can enhance customer loyalty and stabilize ARPU while enabling creative promotional opportunities with advertisers and content providers to generate new revenue.

What Problems Does It Help Solve?

Competition is fierce among mobile operators and Loyalty Bonus Programs are designed to help ensure customer loyalty and maintain average revenue per user (ARPU). These programs may be used to reward subscribers with a bonus data quota for achieving a milestone, permit roll-over of unused data to successive months, provide top-up offers for data quotas or periodic quality of service boosts for premium performance. Loyalty Bonus Programs can also be used by operators in partnership with advertisers to encourage subscribers to view targeted marketing and mobile advertising in return for program benefits. Operators can partner with content providers to encourage subscribers to view content with click-to-earn benefits as part of Loyalty Bonus Programs. Additionally, operators can combine device location awareness with targeted promotions to extend these loyalty programs out to local business partners.

What Do I Need?

Loyalty Bonus Programs require intelligent network technologies that control the allocation of network resources based on subscriber plans. Operators also benefit from solutions that provide a fast, easy way to introduce new business models; gather network analytics per subscriber; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.

What Are the Benefits of the Loyalty Bonus Programs?

- Increase the length of subscriber relationships and reduce customer churn
- Maintain Average Revenue Per User (ARPU)
- Generate new revenue with advertisers and content providers
- Enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more



Cisco solutions to enable you to deliver Loyalty Bonus Programs along with many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. With its elastic architecture, the Cisco ASR 5000 Series' software-based mobile functions can use system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms.
Cisco Quantum Policy Suite	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.
Cisco Quantum Services Bus (QSB)	Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers. For additional revenues, an operator could extend the Loyalty Bonus Program offering by providing an application partner with API access, so its services can be bundled into the Loyalty Bonus Program as part of a joint promotional offer.
Cisco Mobility Services Engine (MSE)	To extend Loyalty Bonus Programs into SP-offered Wi-Fi networks, the Cisco Mobility Services Engine (MSE) provides a centralized and scalable way to deliver location services, advanced location services (for customized location-based mobile services to end users), and Wireless Intrusion Prevention System (WIPS). The Cisco MSE includes CMX Analytics for onsite, online, and social analytics to help organizations gain insight into end-user behavior while inside their venue.

Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Help increase profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks
- Evolve your network into a platform for both direct and third-party partner monetization
- Allow you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>.