

# Taking Personalization to the Next Level

How to Optimize Customer Retention and Profitability through SIM Management



# Agenda

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Challenges in Current SIM Management Processes

Competing Through Personalisation

Dynamic Management of the Service Offering

Just-in-Time Allocation of Resources

Benefits

# Comptel – A Few Facts

25 years in  
OSS  
business

Serving  
over 1  
billion  
subscriber  
s

Delivered to  
over 280  
CSPs in 85  
countries

20 of world's  
top 30 mobile  
CSPs (by  
subs) use  
Comptel

Around  
1,300  
BSS/OSS  
projects

Processing  
approx. 20%  
of mobile  
events  
worldwide

Over 1,000  
interfaces to  
various  
equipment

# Challenges in Current SIM Management Processes

Majority of  
propositions are  
prepaid

Defining services  
is inflexible

Indirect channels  
used to distribute  
SIMs

No device  
awareness

Sometimes the  
SIM card type  
defines the  
product

Mechanism for  
adding services is  
complicated

Preprovisioning of  
all data to the  
network

# Competing through Personalisation

## Short term solution

- Cost cutting and competing on price
- One size fits all package:
  - › Small number of pre-bundled services, usage and price for new subscribers
- Subscriber will move elsewhere for lower price

## Personalized package

- To stand out: differentiate by offering personalisation
- Personalized package:
  - › User-friendly dialog at first point of contact , choose number, services, tariffs, promotions, etc
  - › Pay for what you want
- Loyalty and less churn

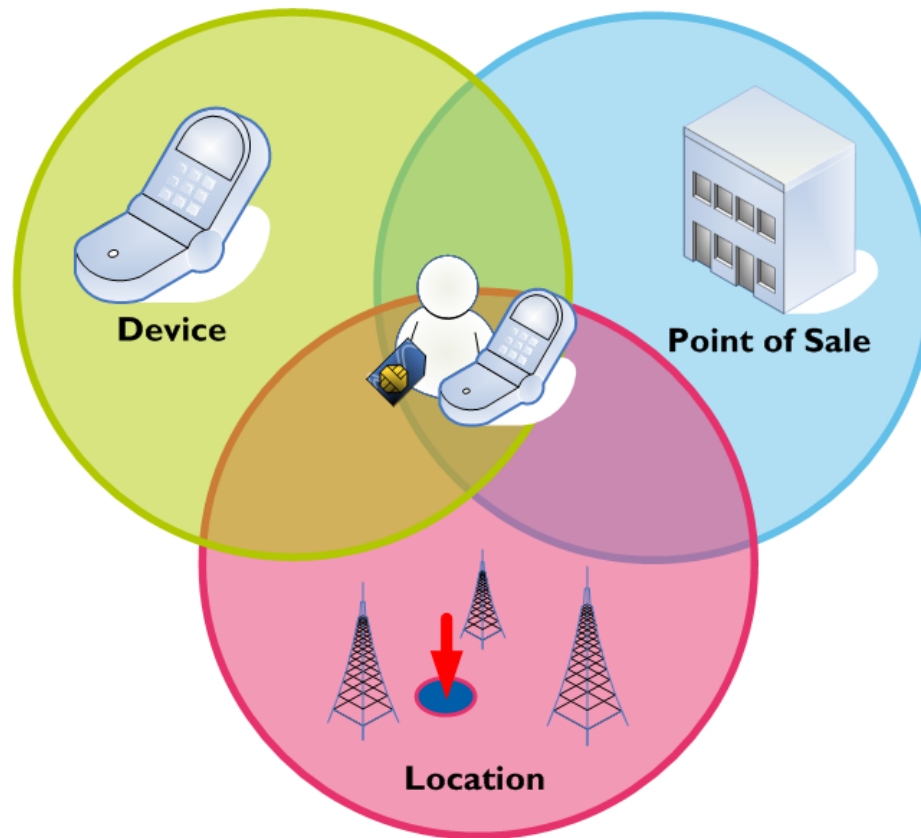


# Dynamic Management of the Service Offering

Improve hit rate and battle churn

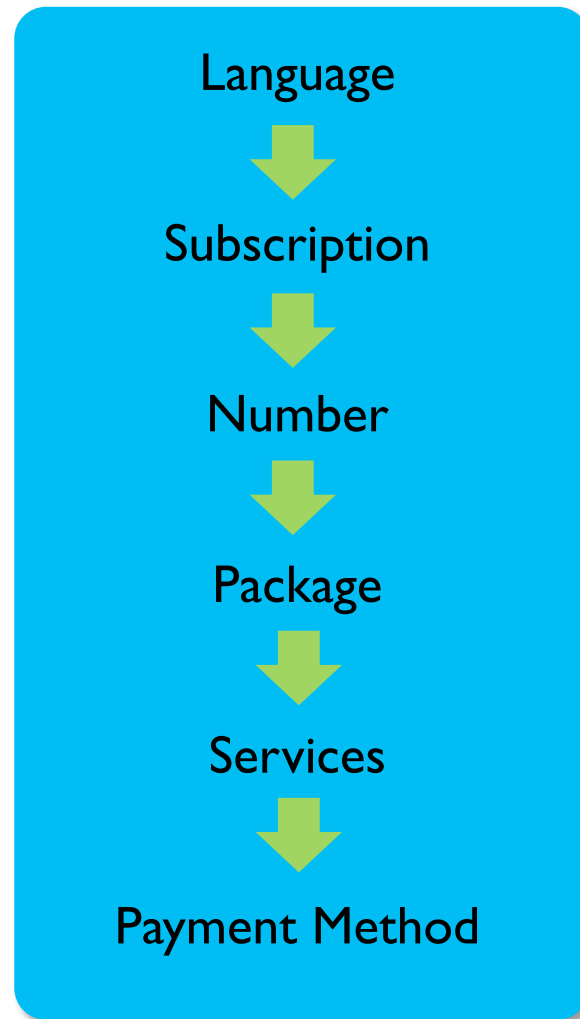
# Offering Personalization

- 'On-Device Supermarket' with customized number and service offering based on:





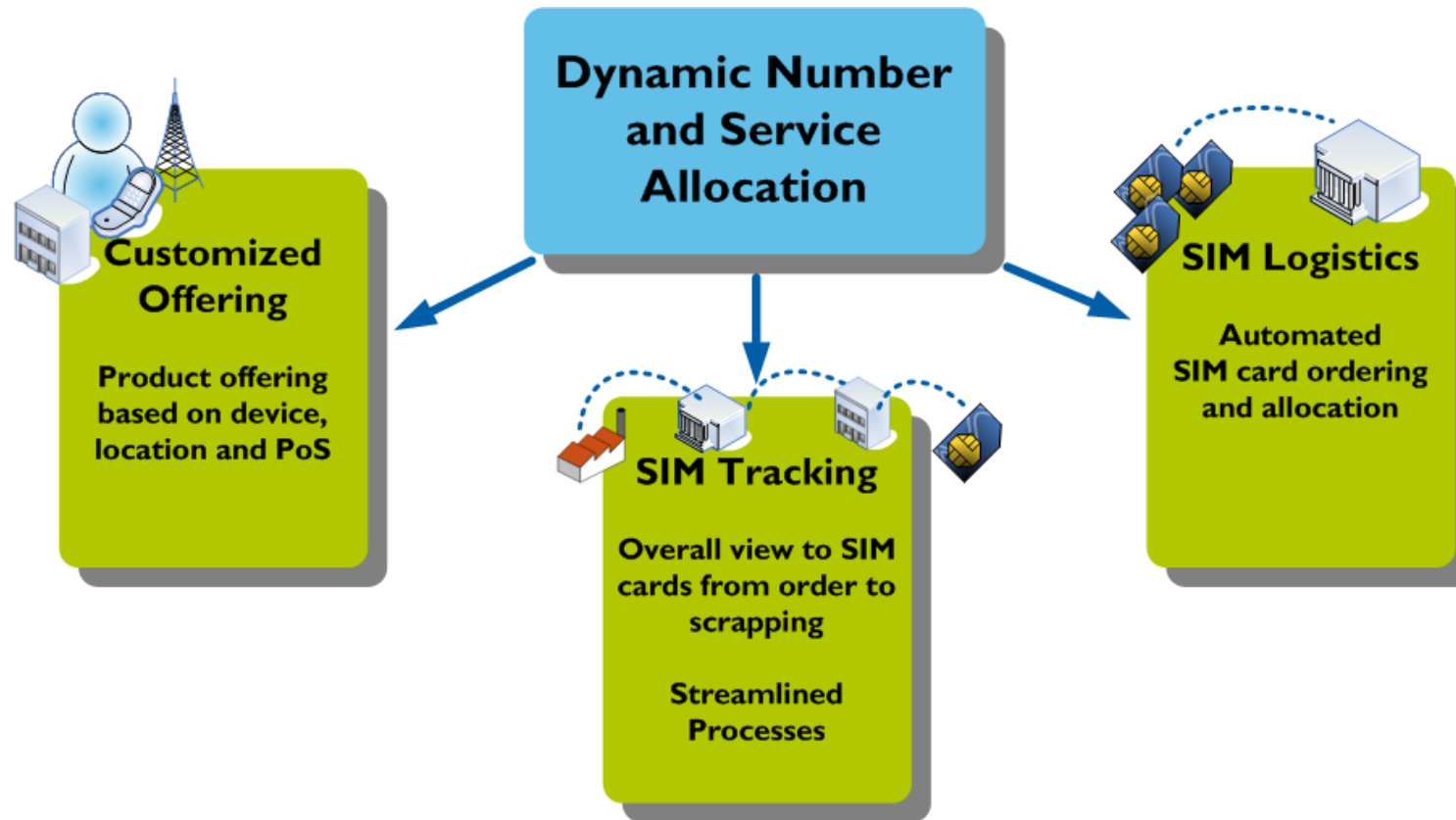
# Customizedn End-user Dialog





# Dynamic SIM Management

- A holistic view to the SIMs – a solution that covers all SIM related processes

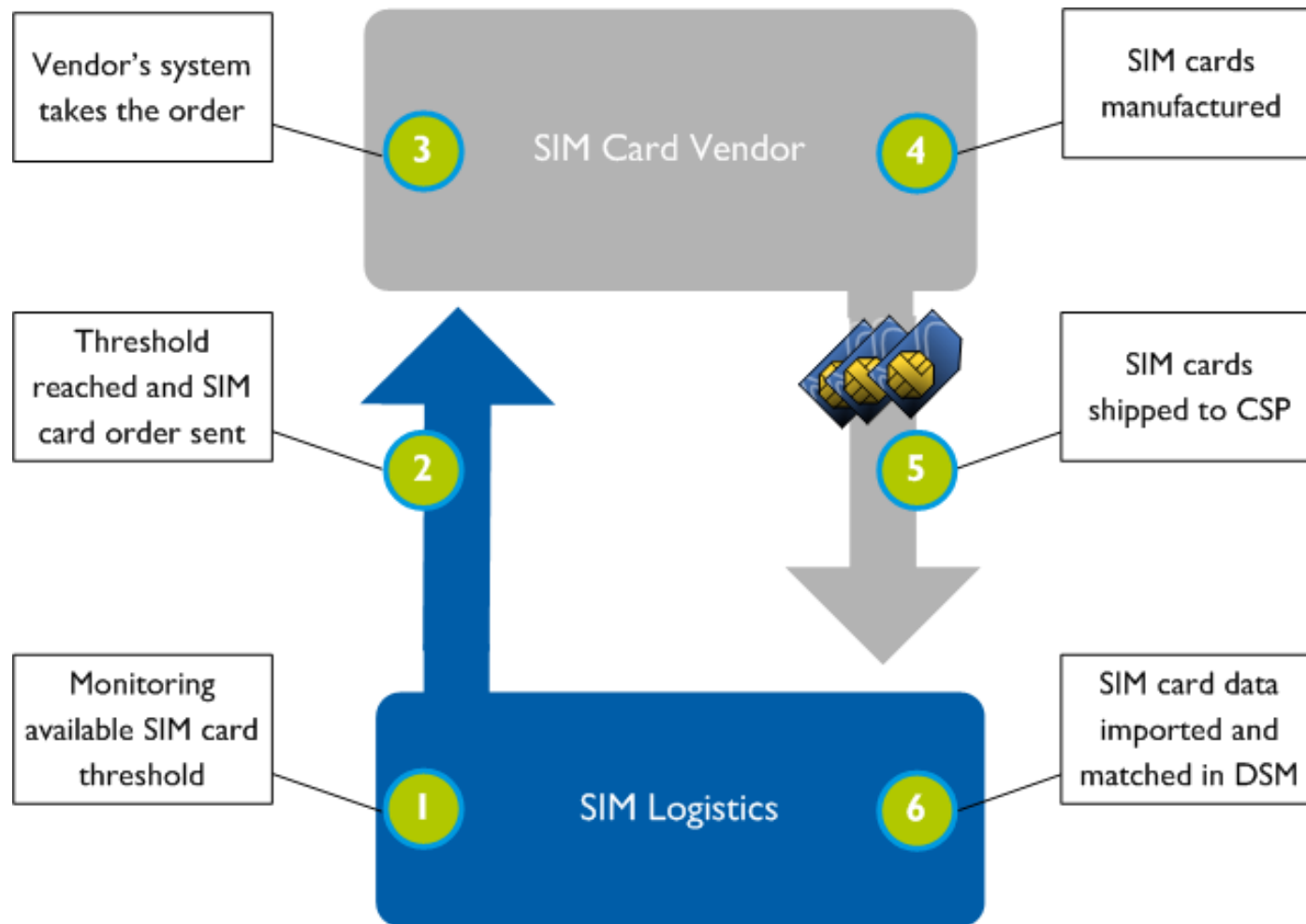




# Just-in-Time Allocation of Resources

With an automated and streamlined SIM card process

# SIM Logistics



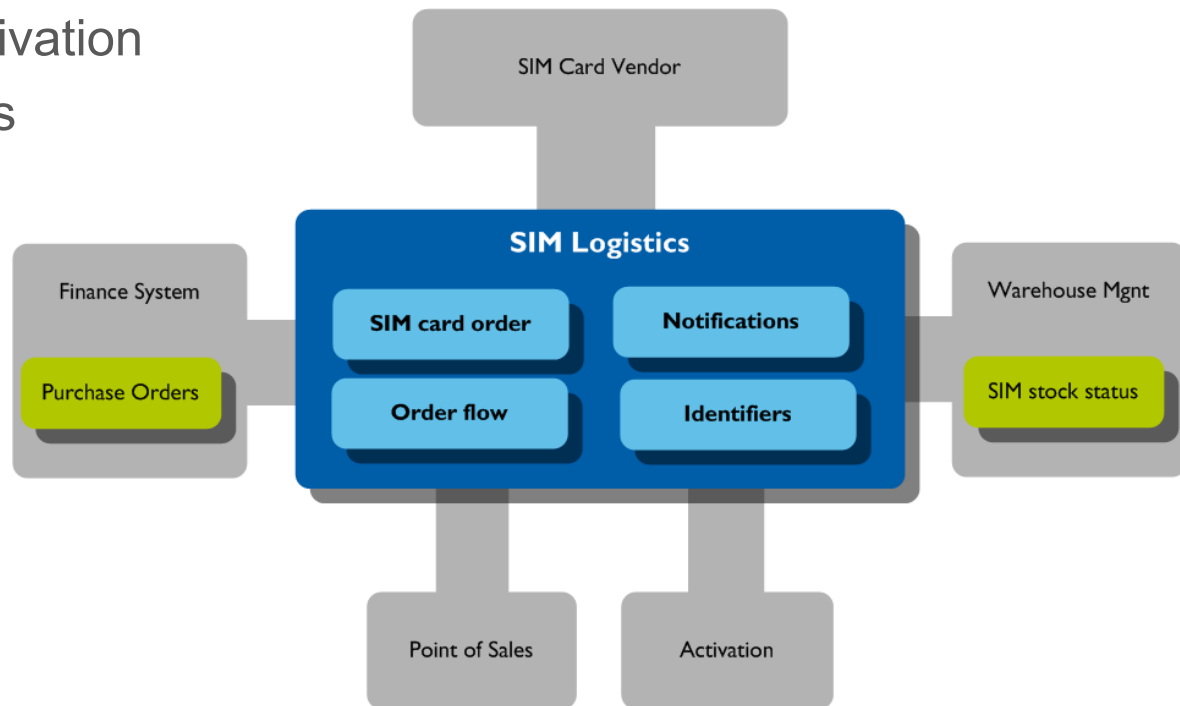
# SIM Logistics

- Connecting with the main stakeholders

- › SIM Card Vendor for orders
- › Finance System for PO numbers
- › Warehouse Management for statuses
- › Provisioning for activation
- › PoS for stock status

- Benefit

- › Order automation
- › JIT SIM stock
- › Reporting
- › Alarms
- › PoS stock situation



# Benefits

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Personalized  
services

Real-time  
information on what  
works and what  
does not work

Re-use SIM cards

Use customer  
insight to drive  
campaigns

React to changing  
environment and  
competition faster

Be a winner in your  
market



# Thank You

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