

Have you implemented a successful mobile strategy?



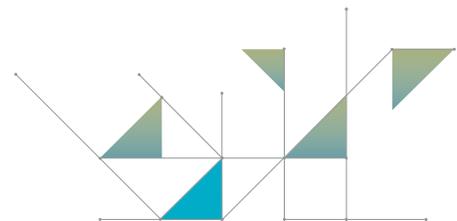
Syniverse Professional Services

Today's mobile-empowered users expect to interact with their favorite brands and companies in increasingly rich and intuitive ways. Therefore, enterprises must reach customers and employees in the "mobile moment" with communications that are both contextual and personalized. However it can often be daunting to try to figure out how to develop a mobile strategy or the best way to ensure that your existing strategy can evolve to address the growing demands of your audiences.

Syniverse Professional Services can help you determine the best approach for connecting with your audience through mobile. Our experts provide end-to-end support, from developing your mobile strategy to delivering full mobile engagement management. We provide five levels of services:

Syniverse®

We make mobile work





Mobile Engagement Strategy Consulting

Review assets, propose mobile channel strategy, develop content leverage plan

Technical Integrations

Provide cloud service, rest API integration, custom API development

Managed Services

Manage and deploy campaigns, provide training for your employees

Campaign Strategy

Work with your internal marketing teams to develop campaign strategy and reach

Success Analytics

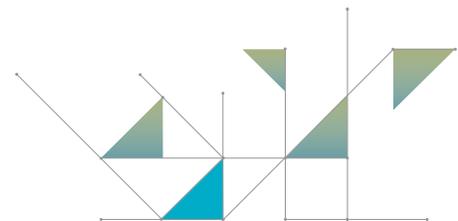
Aligning enterprise KPIs to mobile KPIs to measure the success of mobile

Benefits

- Delivers unrivaled operational ability and experts to execute the mobile strategy that best fits your needs:
 - Unmatched mobile reach to nearly 7 billion mobile devices
 - Long history of over 25 years in the mobile space
 - Network of relationships with many of the world's largest companies and mobile operators.
- Employs best practices for getting started with mobile engagement and using mobile to enhance your existing mobile engagement strategy.
- Empowers you to deliver complete business outcomes by leveraging Syniverse's Enterprise Mobile Cloud Solutions, including Mobile Engagement, Mobile Reach, Identity Management and Mobile Protection Services.
- Helps you leverage the mobile channel to further engage with your customers.
- Eliminates the complexities of mobile campaign management.
- Aligns your mobile marketing strategy with your overall enterprise marketing strategy.

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Case Study: Leading U.S. Financial Services Provider

A leading U.S. financial services provider was faced with challenges in its loyalty program. The company was experiencing low awareness, adoption, and usage, which were causing high redemption costs, and it needed to re-engage with customers.

As a result, the company defined the following objectives:

- Reduce calls to its call center by 20 percent
- Increase redemption activity by 15 percent
- Keep user opt-out at or below 2 percent
- Increase the redemption rate per campaign or program to at least 3 percent.

Syniverse provided a professional services engagement that included project management, software development, strategic consulting, and performance tracking, which were aligned to the client's success factors of cost reduction and increased loyalty program adoption. Syniverse implemented a proof of concept that virtualized the loyalty point balance redemption process through text messaging and created a middleware solution that integrated Syniverse's Mobile Engagement platform into the company's loyalty system. As a result of the Syniverse solution, redemption rates increased to 3.17 percent and opt-outs stabilized at 2 percent.

Financial Services Customer



- 500,000 plus locations globally
- Low consumer usage and awareness of loyalty points program
- Proof of concept to virtualize loyalty point balance redemption process via text messaging

Syniverse Solution: Professional Services



Integration into loyalty system
to mobile engagement platform

**Get Started
Today!**

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit www.syniverse.com to learn more.

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