



How are you encouraging silent, inactive or low-spending roamers to use their phones?

Syniverse User Experience Management

The revenue potential of the silent, inactive or low-spending roamer is substantial with Juniper estimating that as much as 70 percent of roamers turn data off, or use alternative services when traveling overseas. How can operators harness this substantial latent demand? Actionable real-time information is the key as it enables intelligent responses to the subscriber's context. Delivery of usage transparency and appealing offers will drive up usage, increasing the volume of your roamers while improving overall satisfaction levels.

Syniverse User Experience Management enables you to deliver cost transparency with real-time usage alerting and to present a customized retail plan at the moment your subscriber is considering connectivity options. Additionally you can monitor data speeds, support predictable service delivery and mitigate against wholesale cost write-offs.

Syniverse enables these capabilities through our unique position in the mobile ecosystem. With connections to over 1,000 operators and reach to 7 billion devices, we process information that is actionable for the benefit of your subscribers. Available as a broad-ranging cloud-based managed services offering, you can select the capabilities that specifically address both your features and implementation requirements.

Syniverse®

We make mobile work



Uses



- Identify customer is roaming/ the segmentation that applies
- Present offer specified for that segment
- Apply thresholding/cut off for tiered pricing
- Deliver superior experience with real time usage alerting
- Monitor quality and take up to repeat or refine offer

Benefits

As an element within the Syniverse Intelligent Roaming portfolio, User Experience Management can improve performance across the retail, wholesale and quality spheres of your roaming business, resulting in long-term profitability growth. Here is how:

Bill Shock Prevention

- Boosts usage and adoption by increasing the confidence and control over roaming for subscribers. The capability applies to data, voice and SMS usage.
- Reduces wholesale cost write-offs when a subscriber does not pay their bill.



Syniverse®

We make mobile work



- Reduces customer support costs by removing bill shock as a customer complaint.
- Meets regulatory requirements on controlled thresholds and tariff transparency.
- Provides a superior roaming experience, engaging customers with your brand and helping to retain them.

Retail Roaming Plan Delivery

- Drives revenues by unlocking the latent demand for roaming by the contextual deployment of offers that provide specific appeal to the recipient.
- Delivers meaningful offers with a high redemption rate through subscriber group configuration options.
- Reduces wholesale costs through increased outbound usage, bringing direct P&L benefit.

Bandwidth Management

- Allows the home operator to determine the data speeds offered to roamers based on quality of service (QoS) standards.
- Provides information on which to base tiered pricing tactics to expand your roaming offers.
- Looks at partner data speed performance statistics to influence IOT charges from wholesale partners.
- Controls data roaming and wholesale costs while managing the fair use of resources.

Features

- Reduces time to market and total cost of ownership through cloud-based operation.
- Alleviates capital costs and operational burden because you have access to cost-effective service bureau, system architecture.
- Offers modular implementation options to ensure you only invest in exactly what you need.

User Experience Management is powered by Mobile Policy Control Center, RoamMonitor 360 and Campaign Determination. The extensive functionality available across these three platforms means you have the flexibility to select the features that fulfill your specific solution requirements.

Supporting Platform Capability/Feature	Mobile Policy Control Center	RoamMonitor 360	Campaign Determination
Bill Shock Prevention			
Supports GSM	X	X	X
Supports CDMA		X	X
Supports LTE	X	X	X





Redundant platforms to support service continuity	X	X	X
Innovative service bureau business model- requires light integration with operator systems	X	X	X (using DCH/ NRT/Signaling data)
Real-time alerting on data usage	X	X	X (using access to GTPC traffic from RM or RCC)
Real-time alerting on voice usage		X (near real time)	X (using access to the NRTRDE)
Real-time alerting on SMS usage		X (near real time)	X (using access to the NRTRDE)
Money accumulation alerting	X	X	
Volume accumulation reporting	X	X	
Alerting configurable by subscriber groups	X	X	X
SMS alerts	X	X	X
Email alerts	X	X	X
Retail Roaming Plan Delivery			
Segmentation capability via seamless access to DCH and SS7 information			X
Import subscriber details – minimal integration efforts with BBS / OSS systems	X	X	X
Profiling and segmentation based on multiple operator-defined characteristics	X	X	X
View and match incoming SS7 records to subscriber profile			X
Determine action type and timing based on triggering events	X	X	X





Define individual message for each policy	X	X	X
Safe environment policy testing for each policy	X	X	X
Flexible campaign delivery for each policy			X
Volume-based plans			
Serviced-based plans	X	X	
Enables data roaming plans for pre-paid without CAMEL dependency	X		
Bandwidth Management			
Data speed thresholding for tiered subscriber pricing (outbound)	X	X	
Per session-based KPI monitoring	X	X	
Average bandwidth (KBps)		X	
Peak bandwidth (KBps)		X	

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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