



? Why Redknee

Motivate customers towards more valuable service usage and spending by intelligently pricing offerings and services in ways that are meaningful and attractive to the customer.

Deliver more meaningful, personalized offerings based on physical or virtual insight derived from both the network and the customer's device.

Increase customer retention with relevant offerings that are delivered at the right time and at a compelling price point.

Create a seamless customer experience using the distributed solution architecture of Redknee Unified Charging, which further accelerates the provisioning process.

Smart Pricing

Contextual, personalized offers and promotions in real-time

With mobile data traffic soaring to over 52 million terabytes worldwide - and set to more than triple by 2018, communications service providers (CSPs) need to monetize this growth. Over the top (OTT) and app providers are already making great strides in delivering an enhanced digital experience to customers including greater control, simplicity, transparency, and security. With a plethora of customer information and knowledge at their fingertips, CSP are perfectly positioned to increase customer value and differentiate themselves in this ultra competitive market.

> Deliver Your Most Meaningful, Personalized Product Offering Yet

Redknee's Smart Pricing solution empowers CSPs to deliver their most influential, contextual, upsell opportunities yet. Redknee's solution goes beyond generic cross- and upselling initiatives based on physical or virtual customer touch points by using insight derived from both the network and the device. Marketing and sales teams can now deliver personalized offerings based on contextual demand of the customer. For example, an offer can be triggered based on changes in the customer's technical infrastructure.

With Redknee's Smart Pricing solution, CSPs can motivate customers towards more valuable service usage and spending – intelligently pricing offerings and services in ways that are meaningful and attractive to the customer.

> Better Understand Your Virtual Proximity to Customers

Beating the competition requires knowing when your offerings or service is no longer the service of choice. Redknee's Smart Pricing solution includes a mobile application, which integrates with other mobile self-care apps on the backend in order to provide valuable insights from a customer's device and its applications. For example, details of the application environment close to the customer such as the detection of a further SIM card from competition, the use of specific over-the-top applications, or the connectivity to a Wi-Fi network.

Configurable indicators are triggered in the backend system, selecting and delivering relevant offerings and promotions to the customer in real time via the mobile self-care application.



› **Leverage the Benefits of a Distributed Solution Architecture**

Redknee's Smart Pricing solution extends the Redknee Unified product suite with enhanced capabilities for event-driven, real-time campaign and offer management. This means service providers can avoid lengthy and costly integration projects since the Smart Pricing solution has the ability to use all existing, real-time charging related triggers and context derived from Redknee's online charging system, Redknee Unified Charging.

Information from both the network and the device is processed in real-time with accepted offers being instantly provisioned within Redknee Unified Charging— creating a seamless customer experience.