

Care-to-Commerce: Turning Mobile Device Signals into Telco Revenue

Customers care about their smartphone health, with NPS dropping by 19 points when they have an issue. With device health or "care," customers want smart options either before or after a device issue commences.

59%

>50%

1 in 5

+6

of wireless customers would prefer to initiate/execute entirely device troubleshooting through their operator app

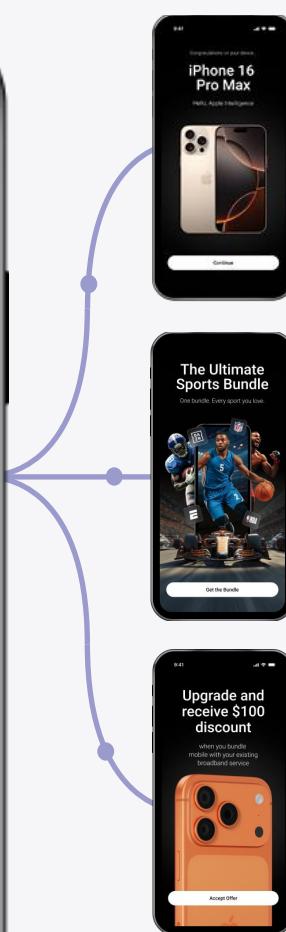
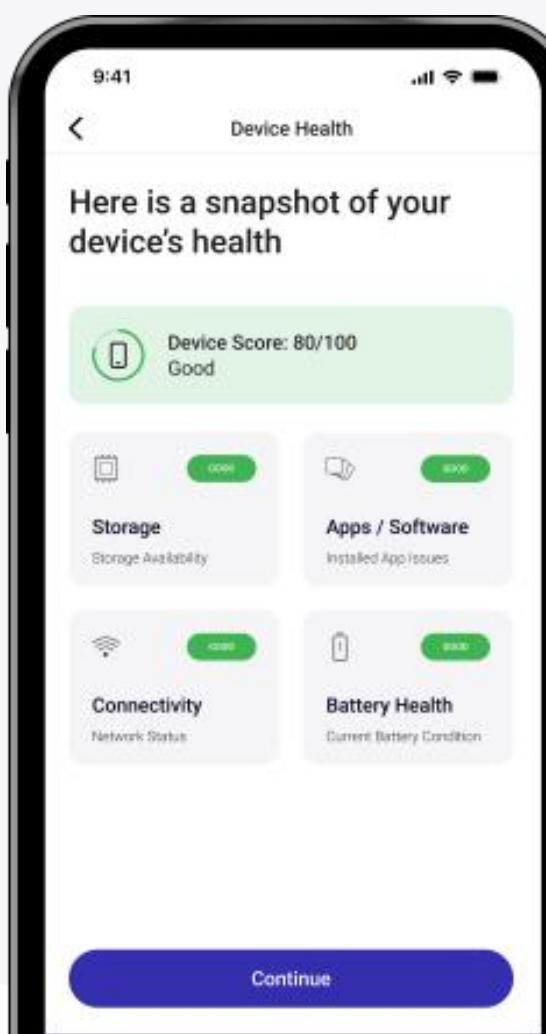
of wireless consumers would allow their mobile device activity data to be used for receiving additional benefits

wireless customers will face a mobile device issue that requires troubleshooting annually

NPS points when customers receive a smart alternative offer during device troubleshooting events

Turning Customer Device Data into Commercial Opportunities

Smartphone signals can guide mobile operators to better address an issue and know what options to offer customers in any given scenario. Below is how smartphone health signals collected in an app can launch lucrative device-related journeys.



Upgrade

Capture diagnostic data and offer the customer to upgrade to a new phone late in the device lifecycle when poor health is identified.

Contextual upsell

Prompt opportunistic health checks for potential device issues and offer a VAS - device protection when a device is in good shape or media package.

Bundling

Identify broadband/cable customers and leverage poor device diagnostic performance to acquire new wireless customers broadband/cable + wireless bundling.