

Real-time Service Creation Environment deployed at Latin-American operator
Installation in less than two months strengthens operator's market position

Paderborn (Germany) 24 August 2010: Leading Latin-American MNO has recently deployed Orga Systems' Service Creation Environment (SCE). The solution is a very important component to support the MNOs go-to-market strategy. With the SCE, services can easily be created and launched extremely fast to meet subscribers' wishes. The deployment was done within a very short time frame of only around two months - having the services ready to be used.

Service Creation Environment for Real-time Bonus, Loyalty and Bundles

Today, MNOs need to focus on improving their customer relationships and to tackle churn, especially within the prepaid market segment. Furthermore, the launch of successful marketing campaigns increasing customer lifetime value is essential. This will be the key to stay ahead of the field and sustain growth in the long run. Market champions will be the ones that have innovative marketing and promotion capabilities to enhance their customers' satisfaction.

Two months to Real-time Service Creation

Orga Systems' real-time Service Creation Environment enables operators to introduce and manage marketing campaigns and cross-service promotions efficiently and to instantly create innovative loyalty schemes. Using Service Creation Environment, MNOs can reduce churn and stimulate service usage. The solution facilitates highly configurable promotion scenarios for single users and selected customer segments. This provides the basis for subscriber-centric marketing campaigns and turns service usage into positive reward and user experience. Part of the project at the Latin American MNO has also been the MNO's employees training, enabling them to create their own services.
