

YourBillBuddy Product Offerings:

Tariff Plan Wizard

Operators today are faced with long sales cycles, high acquisition costs and high churn - all resulting in lower customer lifetime value to the operator.

In an ever-increasing competitive market, operators need to increase 'high' ARPU mobile customer acquisitions at an optimal cost.

Solution

Trilogy provides highly effective & specific solutions to partner operators that enable competition subscribers to compare their current plans/spend against partner operator plans and submit leads.

Features

1. Real-time analysis of e-bills of all competition operators.
2. Provide customized recommendations from available plans of partner operator for the subscriber's usage along with an in-depth analysis of how savings are realized. The recommendations are precise for decisive action.
3. Lowers marketing costs using innovative referral techniques aimed at generating targeted and relevant traffic.

Benefits:

1. Provides a high volume, high quality acquisition channel that generates profitable & high ARPU subscribers with greater customer lifetime value
2. Reduces costs of customer acquisition via a highly efficient and proven online medium
3. Eliminates subscriber churn using proactive retention strategies - thereby protecting subscriber base and strengthening brand perception

Sales Force Empowerment

Operators struggle to recommend the right plan options to prospective customers at the point of sale. Current techniques, primarily involving a cursory and manual analysis of the prospect's usage, have shortcomings. It results in incorrect recommendations and a higher than expected bill in the user's very crucial early days on the network - a phenomenon called "first bill shock".

Solution

Trilogy's Sales Force Empowerment solution enables sales executives to make precise and appropriate recommendations to prospective customers - resulting in reduced sales cycles and reduced churn.

Features

1. Allows operator sales force to get real-time objective and accurate tariff plan recommendations that they can offer to prospective customers.
2. Operator sales person evaluates and sends customer usage information as a simple text message and gets back best plan recommendations along with estimated billing in each plan

Benefits:

1. Higher trust and credibility at point of sale and increase customer lifetime value
2. Shorter sales cycles and reduced churn rates for operators

For more information visit us at www.yourbillbuddy.com