




CUSTOMER SUCCESS STORY

O2 UK Gives Subscribers More Choice

These Bolt Ons are your value-added extras, enabling you to save money on the standard rates for calls, messages, and a whole lot more.

-  **Picture Messaging Enabled**
This Bolt On is active, monthly cost: FREE
-  **Unlimited Data + Wi-Fi**
This Bolt On is active, monthly cost: £5.11
-  **Standard Rates in Europe**
This Bolt On is active, monthly cost: FREE

Telefónica O2 UK combined subscriptions and bolt-ons to increase options

Beyond being able to choose from a multitude of new services that cater to usage habits, subscribers are able to use those services without fear of bill shock, confident that they will receive a notification and an opportunity for top-up when their usage approaches its limit for the period.

Do More with Less

The Sandvine solution manages five distinct quotas (Daily Domestic, Daily European Union, Monthly Domestic, Monthly European Union, and Monthly Rest-of-the-World), and a handful of bolt-ons.

The combinations of bolt-ons and usage quotas are equivalent to about 200 separate service packages, but are much easier for O2 UK to manage.

Improve the Experience

As their usage approaches a limit, subscribers are notified and can purchase bolt-ons to top up their data allowance. Knowing that they will be notified empowers subscribers to confidently use data without fear of bill shock.

To ensure the best experience, the notification varies for different groups (e.g., MVNOs, businesses, consumers, etc.).

Understand and Act

"As a global company, Telefónica's network insight and business intelligence is key to understanding how we can better serve our vast subscriber base worldwide. Working with Sandvine since 2008 has brought us closer to understanding and acting on the needs of our customers, while improving revenue opportunities and the cost-effectiveness of our network"

-Telefónica

About Telefónica O2 UK

O2 UK, a subsidiary of Telefónica, provides 2G, 3G, 4G, and WiFi services to millions of subscribers throughout the United Kingdom.



Do your subscribers have enough options? Visit www.sandvine.com