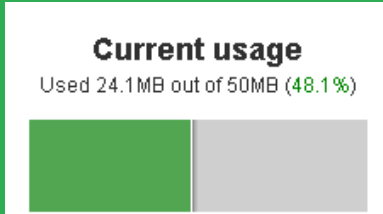


CUSTOMER SUCCESS STORY

O2 UK Takes the Shock Out of Bills



Telefónica O2 UK provides subscribers with timely usage notifications

Bill shock—the situation in which a postpaid subscriber receives a shockingly large bill—is an industry-wide problem for communications service providers and subscribers alike. When O2 UK needed a solution, they chose Sandvine.

Prevent Losses

Subscribers who face bill shock are frequently unwilling or unable to pay, and the service provider often has to waive the charges.

In the case of large roaming bills, the costs to the service provider can be substantial—these charges have to be paid to the roaming network, whether or not the subscriber pays the home network.

Real-Time Notifications

The Sandvine solution monitors usage in real-time and notifies subscribers at several usage thresholds.

Subscribers can adjust their usage accordingly, or can purchase data top-ups using O2 UK's many bolt-on options.

Through information and empowered choice, the overall subscriber experience is dramatically improved.

Understanding Customers

"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 bill anxiety? Visit www.sandvine.com