



# Engagement

Increase satisfaction and personalization with contextual notifications and self-management

## ENGAGEMENT DELIVERS:

### APIs to Captive and Self-Care Portals

Triggered APIs to network operators systems to integrate offers into captive and self-care portals.

### In-Browser Notifications

Messages and images that can be personalized and inserted into webpages as ads, promotions, and more.

### Email and SMS Notifications

Communication mainstays that work over channels that don't involve the web.

## MARKET OVERVIEW

Network operators are faced with intense competition, increasing user churn, and a high user acquisition cost. All these factors point to the need for better retention strategies.

Simply, operators need to view every interaction with a user as an opportunity to strengthen the relationship by communicating in a compelling and familiar manner. Engagement is an effective way for operators to manage retention, increase revenue, and reduce operating costs.

By employing engagement activities, operators can meet the expectations of users, deliver a personalized experience, provide price certainty and transparency, and ultimately show value. Plus, engagement can play a key role in shaping customer experiences with marketing, support, billing, and other functions that can impact revenue generation and customer retention.

Additionally, there is a broad set of important customer activities that rely on effective engagement efforts:

- Upsell/cross-sell offers
- Third-party advertising
- Location-based services
- Promotional offers
- Roaming – advice of charge, service, plan, and billing updates
- Customer education
- Market research initiatives

Since many of these activities are behavior based, there is a great deal of intelligence needed behind this information. This intelligence could include demographic, location, service plan, and other important concerns that can make interactions more relevant and meaningful to users.

## SOLUTION OVERVIEW

Sandvine's Engagement solution is more than just a communication tool. It leverages the intelligence from the Sandvine network to deliver a contextual and personalized experience based on subscriber awareness: awareness, location, device, network, and application.

From an interaction perspective, Sandvine's open architecture enables different avenues for customer interaction: SMS, in-app, in-browser. This variety of mechanisms ensures that operators have the right tool to deliver a variety of messages – upsells, to-ups, and promotions – with customer experience at the forefront.

Sandvine's Engagement solution enables true omni-channel communication as Sandvine acts as the integration and triggering point for any number of engagement use cases, which means it can keep pace as consumer preferences and adoption of tools change.



## Close the loop by delivering timely, contextual notifications based on network insights

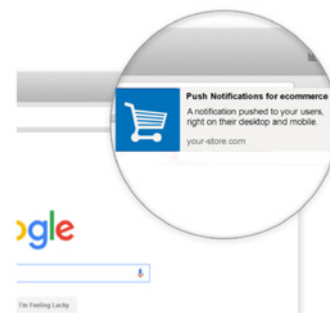
When network operators choose Sandvine to close the loop with an intelligent engagement solution, they receive the following:

- **Straightforward, prepackaged integrations supporting subscriber engagement channels.** Sandvine is readily integrated with the systems and elements that deliver over any number of channels, and the solution has the flexibility to be customized for specific provider needs.
- **Deep subscriber insight for highly personalized communications.** Sandvine offers more complete subscriber views, providing greater context for analytics and more powerful, personalization of updates and offers based on subscriber location, device, service plan, subscriber group or tier, charging, network quality, and more.
- **Powerful traffic filtering for better portal and in-browser outcomes.** Strong injection and steering capabilities deliver more streamlined and responsive portal and in-browser notifications.
- **Better content categorization for more targeted advertising.** Sandvine's ContentLogic feature identifies internet traffic according to well-defined categories and customer defined lists so service providers can more accurately identify subscribers for ads and promotions.
- **Broadly compatible with other leading network elements.** Fully 3GPP compliant Gx, Gy interfaces allows flexible deployment with any policy server solution, including Sandvine's PCRF.

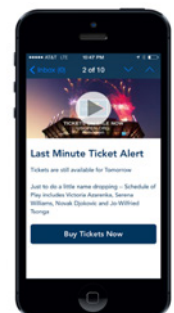
Sandvine's Engagement solution offers the interoperability, flexibility, and functionality to deploy the broadest set of engagement use cases. Multiple teams within a network operator – Customer Care, Marketing, Product Management, Network Operations, Network Engineering, and the CTO/CIO groups – all benefit from this solution offering. The ROI for this solution is through increased conversion rate for top-ups and promotions, reduced customer support call volume and OPEX, increased customer satisfaction, and reduced churn.



SMS



In-browser notifications



In-app notifications

v20180706

### ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit [sandvine.com](http://sandvine.com) or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



**USA**  
47448 Fremont Blvd,  
Fremont,  
CA 94538,  
USA  
T. +1 510.230.2777

**EUROPE**  
Birger Svenssons  
Väg 28D  
432 40 Varberg,  
Sweden  
T. +46 340.48 38 00

**CANADA**  
408 Albert Street,  
Waterloo,  
Ontario N2L 3V3,  
Canada  
T. +1 519.880.2600

**ASIA**  
RMZ Ecoworld,  
Building-1, Ground Floor,  
East Wing Devarabeesanahalli,  
Bellandur, Outer Ring Road,  
Bangalore 560103, India  
T. +91 80677.43333