iCarrier
Data

Accelerate sales of top-ups, bundles and digital subscriptions through product hyper-personalization

Leverage millions of customer events and deliver uninterrupted access to carrier services

fonYou

Building the **mobile carrier** of the future

Data's rise as the key mobile revenue driver

Data is king

Data has moved front and center of mobile phone user requirements as a core revenue generator, powered by the explosion in the use of apps, social networks, and video streaming services.

Seamless data access

Data is a high-demand carrier product. It requires that prepaid and and postpaid customers purchase new bundles every time that they run out of data. Digitization of this process provides seamless, uninterrupted data access to the entire customer base.

Maximizing revenue via data provision

Digitized data provision helps carriers by driving down lost data revenue event frequency through offering highly personalized data bundles to customers via their preferred digital channel.
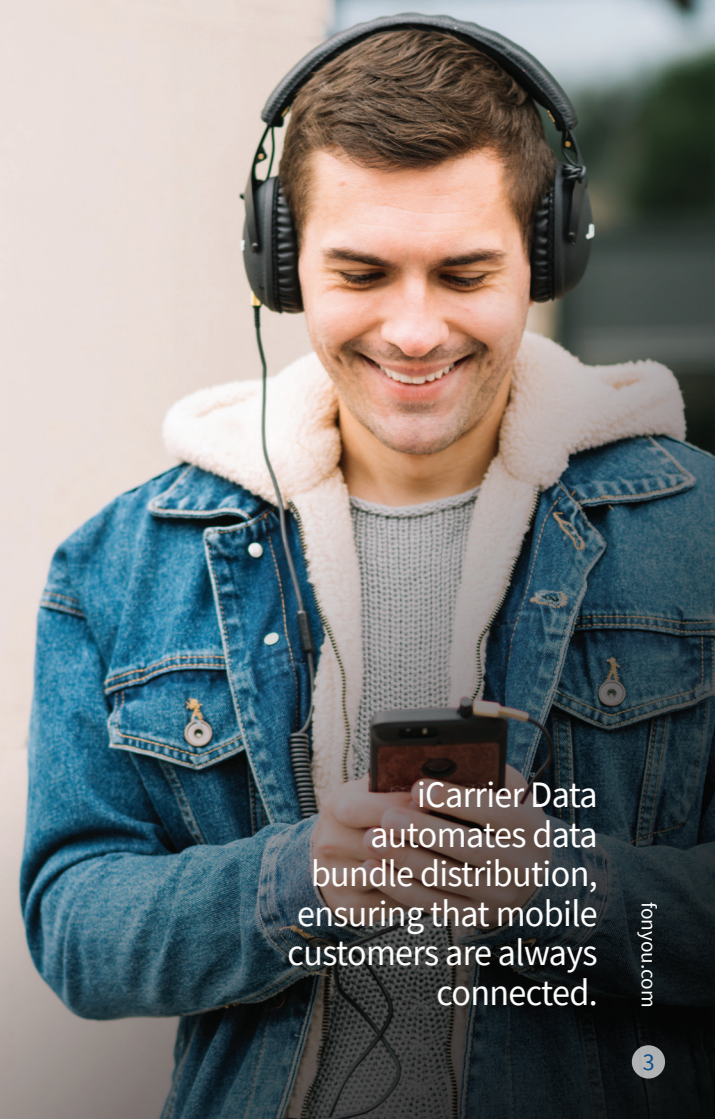
In addition, the average data top-up amount increases by 50% on average compared to when done in-store.

Discover
fonYou **iCarrier Data**

What does iCarrier Data do?

- Allows carriers to **provide data connectivity to their customers at all times.**

- **Delivers one-to-one data product offers to customers in real-time** when they need it the most.

- Intelligently selects the preferred channel to communicate with the user, based on **deep customer data analytics.**

- Processes transaction completion, **ensuring a frictionless subscriber experience**, including service/product provision and payment.

iCarrier Data automates data bundle distribution, ensuring that mobile customers are always connected.

1 consolidated platform. 7 cutting-edge features.

01 **Management and filtering of customer events**

Operation of events both with and without data credit, and across a range of data-requisite channels.

02 **Customer data lake powered by AI**

Deep customer analytics techniques and data product offers, based on the customer profile and use history.

03 **Full-service data orchestration**

Hyper-segmentation of customers and push of the optimum offer including data bundles, sponsored data or P2P transfers

fonYou

01 Management and filtering of customer events

02 Customer data lake powered by AI

03 Full-service data orchestration

04 Mass multi-channel data traffic management

05 Operational alarm and KPI control

06 Configurable business rules and algorithms

07 Business dashboards

Efficiently monetizing billions of low-balance data connectivity attempts.

iCarrier
Data

04 **Mass multi-channel data traffic management**

Efficient data processing through a range of sources, including Facebook Messenger, WhatsApp Messenger, mobisite, mobile apps, SMS messaging, USSD, WAP, and SAT.

mobisite APPs SMS ⚹# USSD W@P SAT

05 **Operational alarm and KPI control**

Facilitates prevention of platform anomalies or malfunction.

06 **Configurable business rules and algorithms**

Powers strategic deployment to align with unique customer preferences.

07 **Business dashboards**

Display of comprehensive product data in real-time, both in overview and itemised modes.

Automate sales of services to accelerate new revenue generation

1 Event Detection
Big Data

Low voice & data balance
Plan Expiration
Top-Up
Handset close to end-of-life

2 Predictive Analytics
AI, Machine Learning

Top-up Pattern
Customer Behavior
Voice & Data consumption
Social Graph

3 Customer Engagement
One-to-one, Omnichannel

Facebook Messenger,
SMS, Voice, USSD,
WhatsApp, Mobisite

4 Transaction
Real-time

Credit Card Payment
Bill Payment
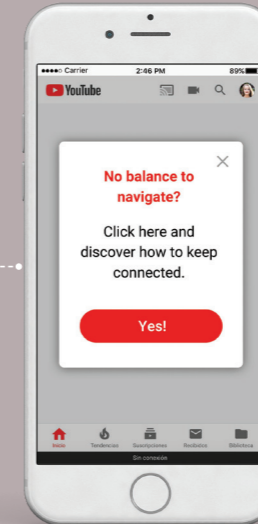Provision of Airtime
Plan Provision

iCarrier Platform

In action:
Redefining customer experience with **iCarrier Data**

Consumer Context
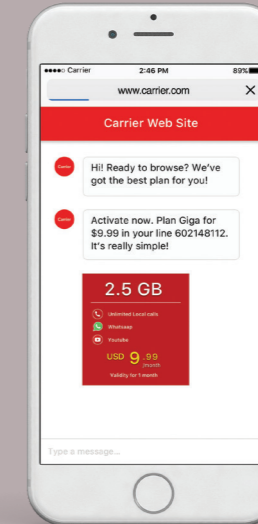
Data bundle: 0 MB
Internet access attempt
Postpaid customer

STEP 1
Contextual push offer in
the preferred channel
powered by AI

STEP 2
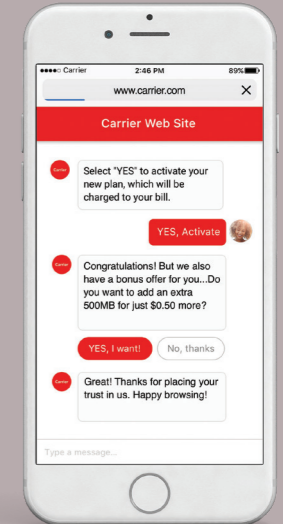The user clicks on the link.
Bundle sale + upsell with
interactive chatbot

STEP 3
Transaction and bundle
provisioning

No balance to navigate?
Click here and discover how to keep connected.
Yes!

Hi! Ready to browse? We've got the best plan for you!
Activate now. Plan Giga for $9.99 in your line 602148112. It's really simple!
2.5 GB
USD 9.99

Select "YES" to activate your new plan, which will be charged to your bill.
YES, Activate
Congratulations! But we also have a bonus offer for you...Do you want to add an extra 500MB for just $0.50 more?
YES, I want!   No, thanks
Great! Thanks for placing your trust in us. Happy browsing!

100%
sale on user device

Up to 20%
conversion

10%-20%
ARPU increase through upsell

Why choose **iCarrier Data**?

Deploy permanent customer data access.

Maximize conversion revenue based on personalized, dynamic offers.

Generate related product cross-selling and upselling opportunities by leveraging deep customer predictive analytics.

Enhance client retention via product hyper-personalization and direct multi-channel engagement in real-time.

Centralize control with product-comprehensive, user-friendly business dashboards.

Increase competitiveness by driving enhanced customer experience and optimizing carrier-customer communication.

Client success:
Digitizing 25% of product distribution in less than a year

This Latin American mobile carrier has 28 million customers. It has deployed fonYou's iCarrier Data with significant KPI gains in return. Previously, its millions of data customers ran out of access on a recurrent basis.

The result was that their data experience was continually interrupted. Customers had no alternative but to top-up their data access in person at a convenience store, a process that is not digitized or personalized.

The solution

This client integrated iCarrier Data chiefly to monetize low and no-data user access attempts, orchestrate mass scale digital data bundle provision, and, crucially, take full ownership over the customer experience through direct, digital contact.

Some of the personalized data bundle offers made one on one to customers include data credit, sponsored data, and shared data, among others.

The key numbers

50%
data sales
increase

17 million
monthly
bundle sales

30-50%
lower data
top-up costs

Meet Fernando, fonYou CEO and founder

At fonYou our focus is on empowering you, our mobile carrier partner to achieve your goals more easily with core technology solutions that deliver the right offer at the right time for the right customer.

Building the Mobile Carrier of the Future

About fonYou

fonYou transforms carriers into digital, analytics-driven businesses by monetizing billions of customer events and distributing millions of new top-ups, airtime bundles and mobile devices.

Addressing this opportunity, fonYou partners with telcos and deploys its iCarrier platform, a carrier-grade solution that combines AI, sales automation and digital channels to make sure that the right service is activated for the right customer at the right time.

fonYou was founded in 2006, is headquartered in Barcelona and has offices across the United States, Latin America and Africa.

Ready to accelerate your business? **Talk to us...**

Let's talk!
Please contact us at
info@fonyou.com

Barcelona HQ

fonYou Telecom, S.L.
C/ Llacuna 161
08018 Barcelona
Spain

Tel +34 668 820 000

Americas

Brazil
Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Guatemala

Honduras
Mexico
Nicaragua
Panama
Peru
United States

EMEA

Egypt
Morocco
Nigeria
Portugal
Spain

fonyou.com

fonYou

Building the **mobile carrier** of the future