bxNotify

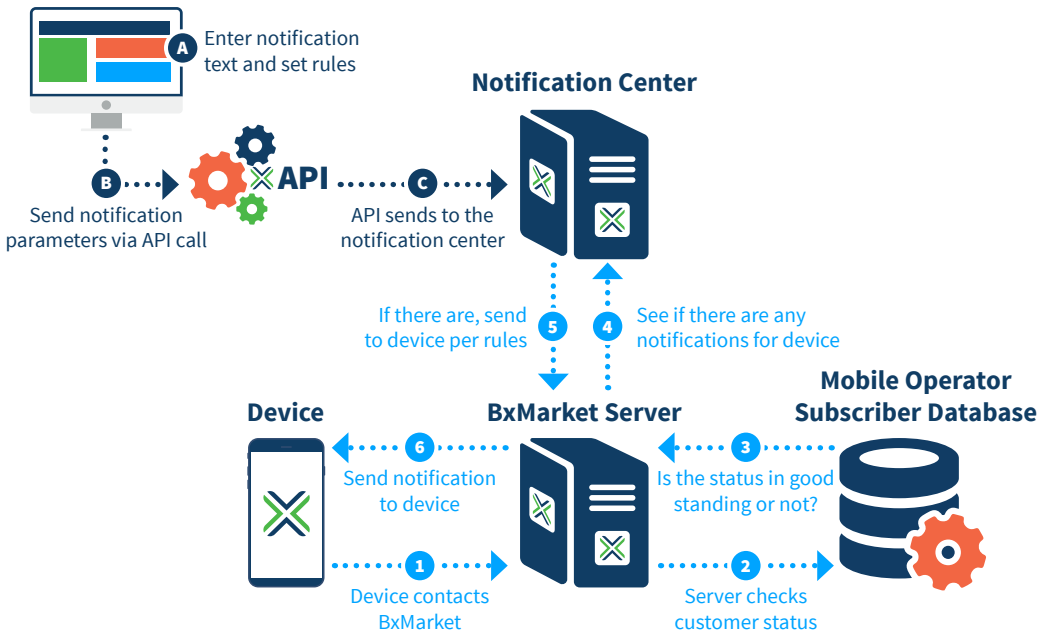**Targeted, Timely Notifications Through the Full Subscription Lifecycle**

What is BxNotify?

BxNotify is a service that allows MNOs and MVNOs to send notifications to the mobile device of a subscriber without using text messages. It works both when the mobile service plan is active and when the cellular service is not active, but the device connects to the internet using Wi-Fi. A variety of rules and schedules may be applied to the delivery preferences. This optimizes the number of notifications needed to prompt the subscriber to take an action. BxNotify is especially helpful for reaching customers when the plan period has lapsed, the user has not fully activated their new phone, and for win-back campaigns or other retention or customer service activities.

The service complements existing mobile marketing channels to reach customers in the full subscription lifecycle. BxNotify enables the ecosystem of message providers through REST APIs that allow access to the Notification Center.

By having the BxMarket app on your subscribers' devices you get access to the full suite of BX tools ranging from automated Wi-Fi access to data analytics and now to BxNotify!
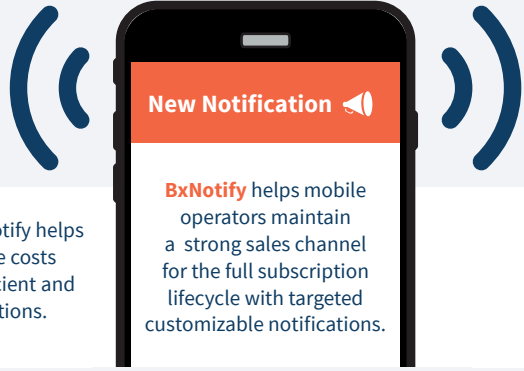
BxNotify Workflow

A Enter notification text and set rules

Notification Center

B Send notification parameters via API call

API

C API sends to the notification center

5 If there are, send to device per rules

4 See if there are any notifications for device

Mobile Operator Subscriber Database

Device

BxMarket Server

6 Send notification to device

3 Is the status in good standing or not?

1 Device contacts BxMarket

2 Server checks customer status

bandwidth X

Unlocking the Value in Unused Data Capacity

A strong, connected sales channel can:

Increase revenue 3 to 5%*

Reduce churn up to 4%*

New Notification 🔊

BxNotify helps mobile operators maintain a strong sales channel for the full subscription lifecycle with targeted customizable notifications.

Subscriber acquisition and retention costs amount to **15-20%** of operator service revenue.**

BxNotify BxNotify helps to reduce these costs with more efficient and timely notifications.

Contacting subscribers before or within 15 days after mobile service expires can reduce churn up to **15%**.†

BxNotify can contact expired subscribers and its rules can automate this process.

*The Paradoxes of Telecom Value Creation (The Boston Consulting Group, 2016)
**Decoupled, non-binding, unsubsidised: Increase loyalty. Increase revenue. Reduce SAC/SRC. Is the combo possible? (Tefficient Industry Analysis #1, 2015)
†Getting More from Prepaid Mobile Services (McKinsey and Company, 2008)

Services, Benefits, and Tools

Contact subscribers with or without active mobile service plans

Complements existing SMS and MMS marketing and retention efforts

Make your own rules and schedule strategy for notification delivery

Win back subscribers with re-up reminders or incentive offers

Set the duration for how long is each notification stays active

Schedule notifications strategy ahead of time for time-specific events

Easy integration with REST APIs

Send notifications to specific categories of subscribers (i.e. fallen out of good standing)

Assist subscribers with device activation or other customer service needs

Uses the BxMarket app or SDK to deliver the notifications

Make each notification dismissible or non-dismissible by the subscriber

Use of the full suite of BxMarket tools

Target notifications to single or multiple subscribers

Access to BxMarket amenity and premium Wi-Fi supply

www.bandwidthx.com
+1 760-203-4955 | info@bandwidthx.com