



# REWARD LOYAL CUSTOMERS: MOBILE DATA REWARDS

## BUILD CUSTOMER LOYALTY FROM EXISTING AND NEW SOURCES

Imagine if you could use valuable mobile data to reward loyal customers — every time they carry out a particular action. Cashback for purchases. Incentives for gaming. Rewards for referrals. Now you can. Mobile Data Rewards from Tata Communications let you get creative and inventive with mobile data.

- Provide attractive and relevant rewards to retain or win customers
- Easy on-boarding makes it simple to set up
- Single point of entry on both sides of the exchange business model
- PRM portal with online reporting and self-care features
- For Communications Service Providers, data rewards can be enabled on your network with a simple whitelisting of the Tata Communications sponsored data exchange service or integration with your data top-up API
- Transparent billing and settlement managed by Tata Communications
- Cloud-based managed service

## MOBILE DATA REWARDS: A COMPELLING CUSTOMER INCENTIVE

Many Communications Service Providers (CSPs) offer handset subsidies to encourage customers to take out a subscription. But now you can use mobile data in the same way.

Tata Communications' Mobile Data Rewards enables authorised parties to issue a 'data deposit' for any end user who has carried out a particular action to earn a data reward. Our Sponsored Data Manager features an Application Programming Interface (API) so you can allocate the reward. This can take the form of a data top up or as a free incentive for a particular usage amount.

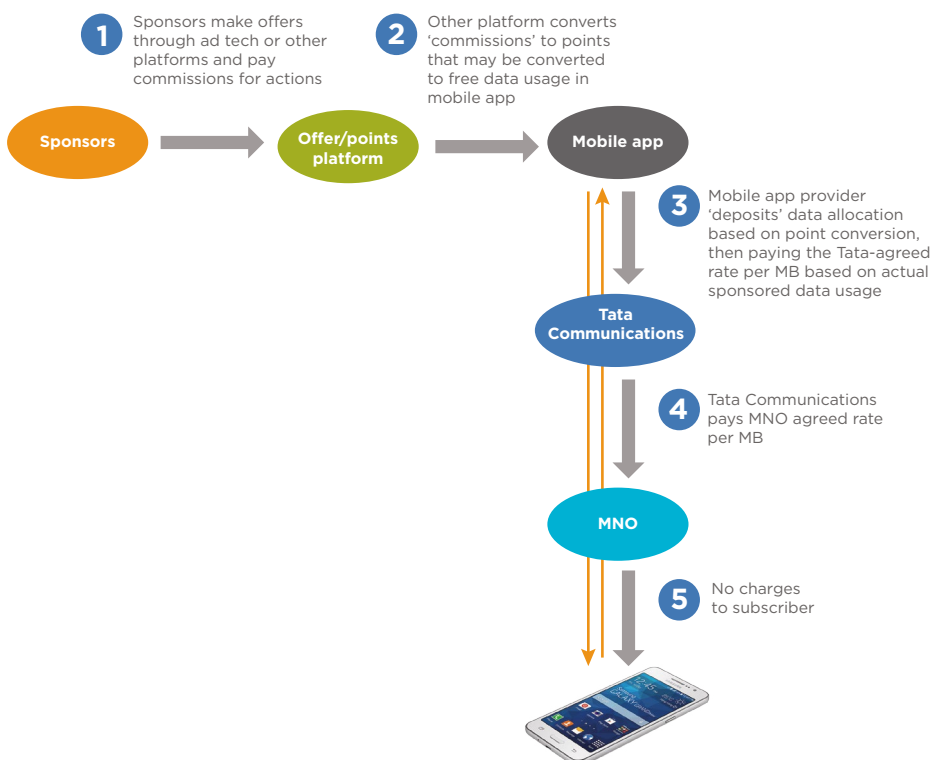
### WHITE LABEL DATA REWARDS

With this type of arrangement, we provide and manage an end-to-end cloud-based, sponsored data rewards service. By integrating our SDK into your branded application, the mobile subscriber can receive a data reward and top up their device simply with the reward allocation.

### DATA REWARD ENABLEMENT FOR MOBILE APPS

We also offer Mobile Data Rewards for mobile apps. This can be particularly effective for organisations that currently use similar programmes. Examples include game publishers that reward top gamers with virtual currency, or VoIP and IM apps that reward users with credits that can be applied to airtime.

### THE TATA COMMUNICATIONS MOBILE DATA REWARDS MODEL



### REVOLUTIONISING MOBILE DATA GIFTING

- **Proven expertise** — backed by years of experience in managing mobile exchange models
- **Extensive reach** — across the communications service provider community
- **Scalable solution** — as a one-to-one approach is not scalable, we remove the need for each CSP to establish bilateral data exchange with every other CSP
- **Transparent pricing** — we take care of automated revenue settlement

### A WIDE VARIETY OF VALUABLE APPLICATIONS

- **Shopping:** users earn cash-back from retail purchases
- **Coupons:** apply data rewards for coupon redemption
- **Surveys:** apply rewards when customers complete surveys
- **Gaming:** provide reward incentives for game engagement
- **Referrals:** offer mobile data rewards for referring friends and family
- **Video:** reward customers for watching videos
- **App downloads:** offer rewards for downloading an app
- **Search:** give rewards for product searches
- **Cloud:** give customers free data when they use your app
- **Voice:** offer data rewards for free VoIP usage

For more information, visit us at [www.tatacommunications.com](http://www.tatacommunications.com)

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