



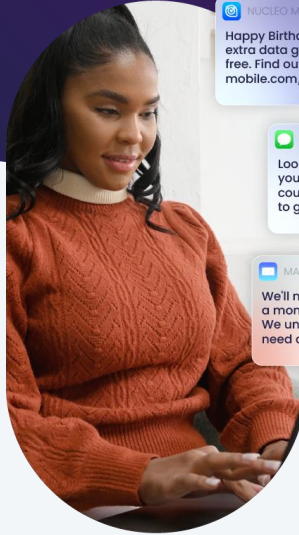
Event Intelligence™

lifecycle
SOFTWARE

Turning insights into profit: acquire, retain, and grow customers

Unlock the value of your data

With Event Intelligence™, we bring Customer Value Management to life, we guide your clients through every stage of the customer journey: acquiring new customers, retaining them through personalised experiences, fostering loyalty, and turning them into brand advocates who bring in even more customers.



NUCLEO MOBILE 1m ago
Happy Birthday! Celebrate with this extra data gift from us, totally for free. Find out more at mobile.com/bdaydatagifts

MESSAGES 5m ago
Looks like your call failed because you're out of minutes in this country. Not to worry, follow this link to get some extra minutes and...

MAIL 1d ago
We'll miss you! Would an extra 5GB a month make you love us more? We understand sometimes we need a change, but we can offer...



Data Orchestration

Leverage all available data from the Network, BSS, and any third-party data sources.



Targeted Campaigns

Create tailored segments and personalised strategies that deliver results.



Speed & Reliability

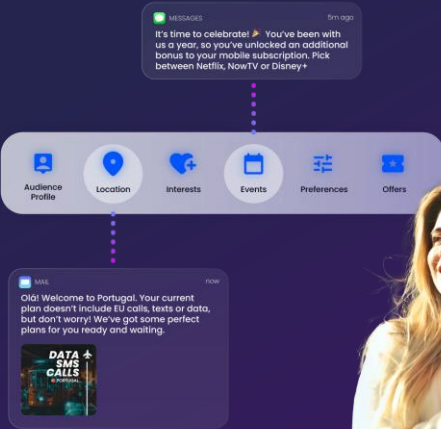
Powered by MongoDB and Elasticsearch for fast, seamless data processing.



Easy to Use

Drag and Drop interface to create campaigns and workflows without the need for IT.

Choose from
hundreds of triggers
to create unique
experiences for your
customers



Customer Prospection

- ✓ Turn leads into loyal customers
- ✓ Recover abandoned carts with precision
- ✓ Retarget smarter

Customer Care

- ✓ Effortless onboarding
- ✓ Engaging rewards
- ✓ Gamification
- ✓ Vouchering
- ✓ Loyalty strategies
- ✓ Upsell and cross-sell opportunities

Combat Churn

- ✓ Risk detection
- ✓ Targeted downsell strategies
- ✓ Winback campaigns

Customer
journey insights

Drive loyalty

Keep customers
coming back



Design powerful
workflows in
minutes

Personalised
engagements made
easy

Boost sales and
drive growth



Start a conversation
with us

✉ info@lifecycle-software.com

☎ +44(0)1635553400

We bridge imagination
and connectivity

We support all flavours of MVNOs and have extensive experience empowering brands from Broadband operators, Utility companies, Product retailers and others.

tmforum

