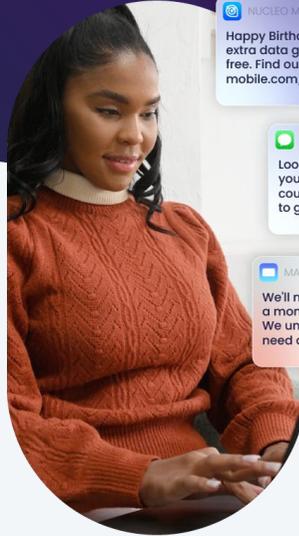




Turning insights into profit: acquire, retain, and grow customers

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



MESSAGES from aggs
It's time to celebrate! 🎉 You've been with us a year, so you've unlocked an additional bonus to your mobile subscription. Pick between Netflix, NowTV or Disney+.

MAIL from
OiOi Welcome to Portugal. Your current plan doesn't include EU calls, texts or data, but don't worry! We've got some perfect plans for you ready and waiting.



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.

