Monetizing Location Services

Monetizing Location Services (MLS) enables Communications Service Providers to monetize the presence of their customers in targeted spaces like shopping malls, cities, events or airports using their customers mobile devices. MLS monetizes intelligent real-time offers using customers digital profile in a location context and creates an ongoing contextual engagement with customers. MLS enables service innovation with advanced location services from the CSP and/or its partners resulting in an increased customer lifetime value and customer loyalty.

WHY ARE CSPS UNIQUELY POSITIONED TO MONETIZE LOCATION SERVICES?

Today different types of players dominate the location services ecosystem, from device manufactures to digital service providers and disruptors. However, CSPs are uniquely positioned in this market because they have a wealth of data about customers, their locations, their presence and their services usage. In addition, CSPs are trusted brands that have proven to manage data securely. So customers provide the permission to their CSP to use their data when they perceive an added value. And finally, CSPs have a communication channel through the phone and the customer app to create an ongoing contextual engagement with their customers.

IMPROVE CUSTOMER LIFETIME VALUE THROUGH LOCATION BASED SERVICES

The Monetizing Location Services solution provides real-time digital marketing that enables CSPs to engage customers with an ongoing contextual dialog using the customers mobile device. The solution uses location information, the customer's digital profiles and artificial intelligence with machine learning to personalize every interaction and anticipate the customer's next need across the entire customer lifecycle. The Monetizing Location Services solution enables an engagement via a digital assistant, a mobile app and app notifications. The Digital Assistant's instantly responding, conversational interface provides customers with ultimate convenience. The Digital Assistant uses artificial intelligence for

Key Features

- Data driven digital marketing platform with real time rules engine

- Intelligent offers, audience selection, campaign launch & orchestration using AI

- Social network interaction: listening and engagement

- Conversational interactions and voice driven chatbot

- Open advanced digital services platform for business partners.

- Customer traffic, behavior pattern collection; off-the-shelf spatial and graph rich analytic capabilities to integrate with interactive maps.

- Maps integration, advanced wayfinding capabilities and turn by turn directions

- Scalable IoT, Mobile and Monetization Cloud services.

- Powerful real time analytics and data visualization capabilities.

- Cloud solution from one vendor including CX, AI, IoT, PaaS, DB and SOA.

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natural language processing and understanding. By supporting multiple clients and popular conversational interfaces, customers are able to use their interface of choice.

Consequently customers benefit from a proactive, personalized engagement at minimum Net Effort for them. As a result, the solution enables CSPs to improve the customer experience, drive net promotor score and increase the overall customer lifetime value while increasing business agility and efficiency.

CREATE NEW REVENUE STREAMS THROUGH LOCATION BASED OFFERINGS

To be able to create new revenues through location-based offers and increase offer uptake in the customer base, these offers need to be perceived as added value by the customer. MLS uses adaptive intelligence to learn and adapt offer recommendations to the customers digital profile to be able to contextualize every interaction. The solution provides personalized offers in real-time, where customer benefit from discounts, loyalty points and sponsored usage.

MLS provides CSPs with a platform to target customers with intelligent offers based on context, situation and preferences across own and/or 3rd party services and offers. By combing commerce data, clickstream data, and trusted data from Oracle Data Cloud MLS understands every individual customer and similar customers in that moment, to deliver unique, tailored experiences. Recommendations appear in real time for the most likely offer of interest, while factoring in the individual's purchase history, likelihood to purchase, affinity, and look-alike comparisons. Supervisory controls allow marketers and merchandisers to guide the data science algorithms based on specific business policies or objectives. Insights provide real-time understanding of how outcomes are benefiting the business.

The Monetizing Location Services solution helps CSPs to create brand differentiation and drive customer loyalty. It enables them to create two-sided business models where partners provide their offers through the MLS solution to the CSPs customers. The MLS solution allows partners in the ecosystem to flexibly on-board their offers and settle revenues with the CSP. CSPs benefit from new revenues stream through the partner ecosystem and a differentiating partner offering portfolio.

DIFFERENTIATE WITH INNOVATIVE LOCATION BASED SERVICES

The Monetizing Location Services solution enables CSPs to drive service innovation with advanced location services such as security tracking, car monitoring or ring-fencing. The solution puts customers in full control of such service, especially when, when not and how they like to use advanced location services. This allows CSPs to create new revenue streams and a differentiated service experience for the customers.

Customers benefit from a comprehensive portfolio of digital service that enable their digital lifestyle from a single, trusted provider.

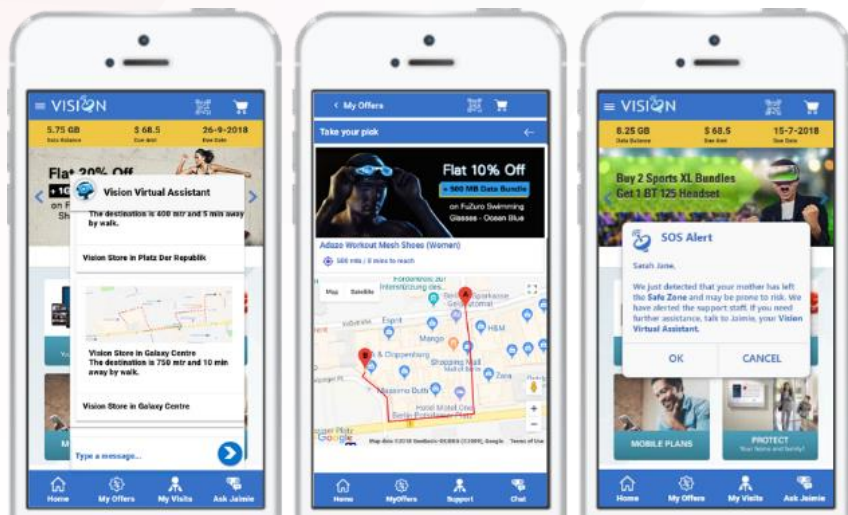## ORACLE MONETIZING LOCATION SERVICES - POWERED BY A UNIFIED CLOUD PLATFORM

Monetizing Location Services enables Communications Service Providers to monetize the presence of their customers in targeted spaces like shopping malls, cities, events or airports using their customers mobile devices. The Monetizing Location Services solution enables CSPs to:

- Drive customer advocacy, loyalty and customer lifetime revenue while reducing churn.

- Create an ongoing engagement across the entire lifecycle with customer and drive customer traffic to target spaces.

- Increase offer uptake by providing intelligent offers tailored to situation, context & location.

Key Benefits

- Increase Customer Lifetime Value based on people location and real-time physical context.

- Increased customer loyalty leading to higher revenues and reduce churn.

- Create new revenue streams through location based offerings and advertising.

- Differentiate with Innovative Location Based Services from CSP and its partners.

- Create location intelligence for millions of customers in targeted spaces.

- Provide a differentiated customer experience with more targeted and personalized services.

- Create a platform to scale business models and the partner ecosystem.

- Create an "apps-like" platform for advanced digital location services.

- Scalable solution based on proven Cloud Oracle portfolio and performance.

- Create new revenue streams from personalized location services and offerings.

- Launch innovative digital services using an agile cloud platform

- Monetize new partner and advertisement business models

- Put customers in control of their data and preferences

The Monetizing Location Services solution is powered by the Oracle cloud. The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. The Oracle Cloud provides both the latest technologies and emerging ones - including artificial intelligence (AI), platform automation, machine learning, blockchain, and Internet of Things (IoT)—in ways that create business differentiation at lower costs, higher performance, and advantages for customers. It helps CSPs to increase the customer experience, innovate faster, increase productivity, lower costs, and benefit from enhanced security features.

MLS leverages Oracle's market leading cloud capabilities to deliver the next generation of Location Based Services, today.

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