

# Nuance Loop Voice & Data Credit



## Nuance Loop - delivering increased revenue and ARPU for mobile operators

Mobile operators face increasing pressure on traditional revenue sources from competitors, regulation and over-the-top (OTT) providers, making secure, sustainable and significant revenue streams a strategic priority. Although revenue and average revenue per user (ARPU) is under pressure, operators still need to invest in digital transformation and network expansion programmes, while reducing discretionary capex and opex to support operating margins.

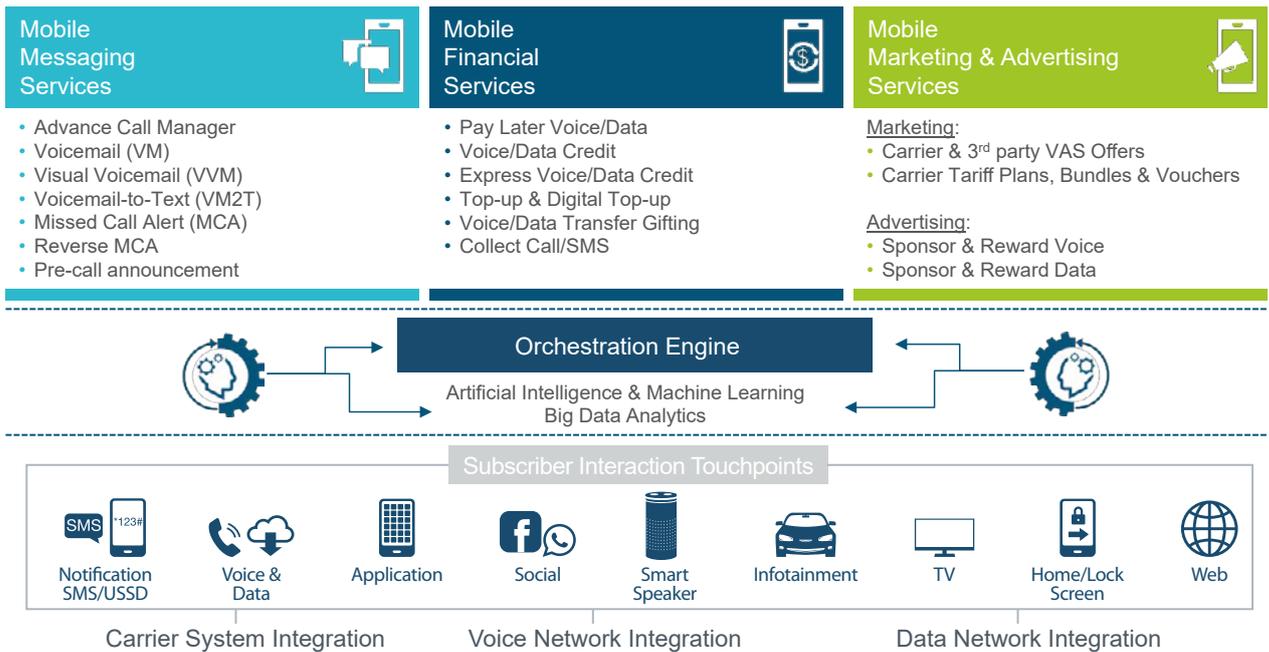
Market and technological change also brings new opportunities for monetization, to increase customer insight and develop deeper and more personalized relationships. Nuance Loop enables operators to deliver a portfolio of new, creative offerings, putting their customers at the heart of the interaction and information exchange. For mobile operators, it can deliver market differentiation, reduced churn, higher revenue and increased ARPU without the need to invest in capex or opex.

Nuance Loop offers these services to subscribers through a campaign management and orchestration layer, and mobile advertising, mobile messaging and mobile financial services. The Artificial Intelligence (AI) and data analytics-powered platform continuously analyzes offer conversion rates, subscriber profiles, content usage and network activity, to accurately create and place offers that are tailored and relevant to each subscriber.

Nuance Loop is offered as a fully managed service under a revenue share model that eliminates capex and associated maintenance costs for the operator. A pure revenue-share business model enables operators to be flexible, reduce their investment in network infrastructure and reduce their business risk. It provides a new, continuously improving revenue stream from a platform that can be integrated into any network, either on premises or in the Cloud. Nuance Loop is a managed service. Operations and monitoring teams in Nuance Network operations centers provide 24x7x365 support.



Offers personalized, revenue-generating services to subscribers through campaign management, mobile advertising, mobile messaging and mobile financial services.



## Nuance Loop financial services portfolio

The Nuance Loop portfolio includes Voice and Messaging services such as voicemail, visual voicemail, voice to text (V2T) and VAS services such as Missed Call Alerts, and Pre-call announcements. Its Mobile Marketing and Advertising services include Sponsored Data and Voice, Data and Voice Rewards and Operator Tariff Plan bundles and vouchers. The final element of the portfolio is Mobile Financial services. This includes micro credit services (Voice and Data Credit, and Express Voice and Data Credit), Top-ups, Collect Calls and SMS, Data and Airtime transfer and gifting, including shared data plans.

Nuance Loop Mobile Financial Services offer a unified solution to manage top-ups, micro credit and payments. Subscribers can easily manage voice, data and micro credits, helping operators to increase usage and revenue. For end users, it means they never need to be out of credit or out of touch.

### Voice and Data Credit

With our micro credit services mobile operators can immediately provide credit to their prepaid subscribers when they are running low on data or voice credit. The credit is repaid the next time the consumer tops up, with a nominal interest amount applied on the transaction. Used by Tier 1 operators globally Voice and Data Credit is proven to generate significant additional revenue and ARPU.

### Auto Credit

Allows prepaid subscribers to never run out of credit as it automatically credits their account whenever their balance falls below a certain amount. Users can check their auto credit status or unsubscribe from the service anytime.

### Express Voice and Data Credit

When subscribers run out of credit in the middle of a call or a browsing session Express Voice and Data Credit immediately provides a small loan allowing them to continue their call, send a text or use the internet without interruption.

### VAS on Credit

Enables customers to buy or renew a VAS subscription (from the operator or a third party) using Voice and Data Credit and paying later when they recharge.

### Third-party and Product Specific Credit

Provides credit for SMS or Data bundles and for any third-party product, using standard APIs to check subscriber eligibility for Voice and Data Credit.

### Top-up Incremental Credit

Allows customers with an outstanding Voice and Data Credit amount to be offered a small additional credit based on eligibility and loan aging. This service can be made available to the entire customer base or only to those customers who have taken multiple credits in the past and repaid them back.

### Top-up and Digital top-up

Available on multiple channels digital top-up allows prepaid subscribers to add airtime and data quickly and easily with a voucher, credit or debit card on any device. It also allows top-ups of third-party or family accounts.

### Voice/ Data Transfer and Gifting

Enables the transfer of airtime and gifting products, from VAS services to SMS and data packs, to and from both prepaid and postpaid subscribers.

### Collect Call and Collect SMS

Even if prepaid subscribers are out of credit they can ask the receiving party to reverse the charge for their call or text, so that they are never out of touch - particularly useful in an emergency situation.

# 40%

Total revenue increase from a new Top Up / Micro Loans channel.

# 60%

of users returned to top-up services after just one visit.

## Micro credit solutions

Most mobile subscribers worldwide are on prepaid plans; in some countries over 99% of users are prepaid. Often characterized by low-spend and price-sensitivity, many run out of credit before they can top-up.

Voice and Data Credit enables operators to monetize qualified subscribers who have a zero balance by providing a small loan immediately to enable them to continue to use products such as voice, SMS, data or VAS services or purchase a service pack. The amount advanced is optimized to each operator, and the solution works over multiple channels such as USSD, IVR, SMS, PCN or via a Mobile App.

For the customer, the service means that they can continue to make that call, listen to a voicemail, send a text or OTT message or access the internet even when they have run out of credit.

For the operator, it provides a way to monetize the period when their customers are out of credit, and helps to promote top-ups in the future. Our proven expertise across millions of subscribers suggests that the introduction of Voice and Data Credit significantly increases customer engagement and raises ARPU by 10% to 15%.

Example use cases for Voice and Data Credit solutions include:

- **Express Voice Credit:** The subscriber runs out of balance in the middle of a phone call. They are seamlessly transferred to the loan platform to be offered a small loan to continue the call
- **Express Data Credit:** During a data browsing session the user runs out of credit and is re-directed to the loan platform to credit his/her data balance and continue browsing
- **Voice and Data Credit:** A customer is low on credit and wants to recharge. However, it is late at night and they cannot find anywhere to top-up. S/he dials an IVR short code or USSD string and credits the balance through a loan
- **Voice Credit using End of Call Notification (EoCN):** The subscriber runs out of balance during a call and his/her call gets disconnected, s/he receives a USSD Notification, "You have run out of balance, take an instant loan of \$1.5, we will recover \$2 on your next recharge. Press 1 to confirm."

Nuance's Voice and Data Credit service is live with operators in Latin America and Asia, delivering over 8M credits daily. It provides over \$30M of credit every month for over 700M subscribers worldwide.

**700**  
**million**

subscribers use Nuance Loop

## How it works

### Voice and Data Credit

Nuance offers balance advances of a set amount to subscribers who meet a qualification threshold. In exchange for the loan, the operator receives a fixed fee from the subscriber when they next top-up, as well as the repayment of the balance advance. The operator does not charge 'interest', as the fee amount does not change over the life of the outstanding loan. The subscriber has a pre-determined number of days to repay the loan and the fee, via a top-up.

Both the loan amount and the fixed fee are determined in conjunction with the operator and can be configured within Nuance Loop easily and rapidly. Similarly, the qualification thresholds and payback period are implemented in agreement with the operator and can also be easily adjusted.

Voice and Data Credit is provided to individual subscribers based on AI algorithms, using subscriber behavior data and credit scoring methods to determine the exact amount of credit that can be offered.

Nuance Loop also has the capability to run targeted scenarios, and can isolate variables (such as varying the loan or fee amount or the qualification criteria), even by specific regions or a subset of subscribers. This optimizes the product to deliver the maximum value for the operator whilst controlling bad debt rates.

Because the Nuance Loop platform knows when the subscriber initiates a top-up on his/her account, Nuance can immediately bill the subscriber for the loan amount plus the fee on his/her next top-up. This capability has allowed Nuance to keep bad debt rates to a minimum and ensure the most rapid payback possible.

Voice and Data Credit is provided automatically or on request.

### User experience (Network initiated) – Passive Subscriber

Nuance Loop detects when a user with zero balance is attempting to use an operator service (for example attempting to make a call or browse the internet). Instead of immediately disconnecting or terminating usage, the platform tests the user against the predetermined qualification criteria. If the subscriber is eligible, then Nuance Loop offers the subscriber a balance advance in exchange for a small fee.

If the subscriber agrees to take advantage of the balance advance offer, then the subscriber immediately has the balance added to their account and can continue using the operator's services without interruption.

### User experience (Subscriber initiated) – Proactive Subscriber

Voice and Data Credit also allows a zero-balance subscriber to proactively request a balance advance using IVR, SMS, web, customer care, self-care, USSD and mobile apps, alongside other services (top-up, VAS etc.). After a subscriber enters the USSD code, for example, Voice and Data Credit is prominently displayed allowing qualified users to select the service.

### Express Voice and Data Credit

Express Voice and Data Credit allows a subscriber to pay for call completion services (voice, voicemail or voice-to-text), or data services (internet browsing email, SMS) at their next top-up.

The service is similar to Voice and Data Credit, but valid only for a single call event, so that the caller can complete a call or web session even with a zero balance. Subscriber eligibility is determined by account tenure, top-up history and frequency.

Over

**8** million

Credits delivered daily

When a zero-balance subscriber attempts to make a call, for example, the Nuance Loop platform tests the subscriber's eligibility, and, if approved, offers the user the option of using the phone for a specified maximum number of minutes or sending a text message for a small fee. If accepted, the fee will be deducted from the user's account at their next top-up.

## Functionality

Voice and Data Credit is built on intelligent sub-modules to enable the real-time decision making required during credit and debit processes, collect data and analyze various data parameters to decide a customer's eligibility for credit, as well as recovery algorithms so that usage and recovery are maximized.

The platform has functional capabilities such as bad debt management, real time dashboard reporting, confirmation messaging via omni-channels and self-help facilities so that customers can view their credit history across all channels.

Recovery options include recovery on balance update, recovery from the second day or after top-up, partial or complete recovery with different recovery configurations based on the user profile, and confirmation via any channel.

Recovery can be only the credit amount, or plus a processing fee as a percentage of credit amount, a fixed amount, a fee based on the type of amount credited, or a fixed amount or percentage of credit amount whichever is higher/lower based on the set configuration.

The first recovery attempt can be made 24 hours after a transaction or on a recharge notification. If the balance is insufficient Nuance Loop can attempt a partial recovery and further retries can be made until the loan is repaid.

The service is available on USSD, SMS, IVR, app and web interfaces and in different languages. There is a blacklist and whitelist functionality. The platform is designed to detect and block fraud attempts by identifying unusual credit activities.

## In summary

For the operator Voice and Data Credit increases ARPU and traffic on the network. It enhances customer satisfaction as subscribers can take a loan when needed, and never be out of touch.

For the subscriber Voice and Data Credit provides a convenient way to continue to use their mobile services even when they cannot top-up.

Offered on a revenue share basis the operator is not exposed to the risks of bad debt and no investment is required to build or manage the service.

Already supporting more than 700 million subscribers, Nuance Loop gives mobile operators the ability to effectively market and monetize personalized subscriber services, improving customer numbers, revenue and ARPU for operators worldwide.

For more information on Nuance Loop mobile financial services please visit [nuanceloop.com](http://nuanceloop.com).

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### About Nuance Communications, Inc.

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com)

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# \$30 million

of credit every month