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Harness the Power of Data to Unlock New Revenue Streams and Delight Subscribers

By: Bob Chiodo
Senior Vice President, Syniverse

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Subscribers demand top-notch customer experiences without added costs, making it hard for mobile network operators (MNOs) to justify investments. As an MNO, you're aware of the increasing pressure to innovate and find new ways to drive revenue while maintaining the high-quality service your subscribers expect. This leaves MNOs struggling to maintain subscriber expectations for the seamless roaming experiences, spam-free apps, speed, and low latency that match their desire to have near-telepathic engagements at their fingertips.

With new technologies, increasing costs, and competition intensifying, finding opportunities to differentiate and maximize profitability is an ongoing pursuit. One of the most effective ways to unlock new revenue streams is leveraging innovative roaming solutions that meet the needs of businesses and subscribers. By monetizing customized roaming experiences, combating fraud and spam, selecting optimized partner networks, and capturing all types of roaming traffic, including low-volume internet of things (IoT) data, MNOs can discover previously untapped revenue sources.

Capitalize on Subscriber Behavior

Subscriber profiling unlocks visibility to the insights needed to monetize customized subscriber experiences. Leverage data to gain awareness of subscriber preferences and deliver tailored offers that tie-in with their travel patterns and daily data usage, such as roaming, gaming, streaming, or security. Adding customer value with personalized premium service offerings in real-time can turn high-value subscribers into loyal, engaged customers who are more likely to stay with your network — and spend more over time, increasing the lifetime customer value.

Shelter Your Network from Fraud and Spam

Let's talk about fraud and spam protection. Messages are highly personal missives that reach the consumers' psyche, striking a compelling appeal to reduce fraud and spam from the messaging user experience. Are you doing enough to prevent unwanted messages from reaching subscribers? Syniverse is turning the tables on bad actors, with a native solution that leverages AI and machine learning combined with human curation to greatly reduce the amount of fraud and spam in the messaging ecosystem.

Select the Optimal Partner Network for Roamers

Using intelligence to steer roamers to suitable partner networks minimizes costs and maximizes QoS (Quality of Service) for roamers. Ensuring high-quality roaming experiences with minimal disruptions or service degradations requires controlling which partner network roamers are directed to, ultimately conserving costs because MNOs select the most suitable partner based on economics, superior coverage, and subscriber experience.

Monetize All Data Crossing Your Network

Roaming revenue is among the most profitable sources of income for an MNO. To maximize it, MNOs need to capture revenue for all the traffic traversing your network — including the often-overlooked tiny packets of IoT data. As MNOs increasingly look to roaming solutions to bolster their revenue streams, leveraging data to understand subscriber behavior and taking command of roaming becomes critical.

Let's face it, excellent customer experiences are rarely remembered in the moment but often appreciated when it comes to renewals, while poor customer experiences are hard to forget. That's why when you're doing business, good impressions are indispensable to meeting bottom line objectives. cca

Learn how to maximize profitability. Attend the keynote, Harness the Power of Data to Unlock New Revenue Streams & Delight Subscribers, that will be presented by Bob Chiodo, Senior Vice President for Syniverse Technologies Tuesday, April 15, 2025, at CCA's Mobile Carriers Show. Visit syniverse.com

Syniverse is recognized as a telecoms technology provider that monetizes new revenue streams, reduces fraud and spam, and brings the greater visibility needed to unlock exceptional subscriber experiences all while keeping an eye on what matters most to you — bottom line results.

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