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(12) **United States Patent**  
**Mohammed et al.**

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(54) **CORE SERVICES PLATFORM FOR  
WIRELESS VOICE, DATA AND MESSAGING  
NETWORK SERVICES**

(58) **Field of Classification Search**

CPC ..... H04W 84/12; H04W 18/18

See application file for complete search history.

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**H04W 84/12** (2009.01)

**H04W 24/08** (2009.01)

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(52) **U.S. Cl.**

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(2013.01); **H04L 12/1407** (2013.01);

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(57) **ABSTRACT**

A Core Service Platform (CSP) system is integrated with an operator network and IT system to provide services to subscribers and operators. Based on information collected from the operator network and IT system, the CSP system delivers alerts to a subscriber's device and provides offers to resolve the condition causing the alerts. The CSP system provides customized contextual offers to the subscriber's device based on contextual assessments of a subscriber's current context, such as time in contract, loyalty status, data and voice usage, value of customer, time, location and purchase history. The CSP system also provides an operator a suite of tools for the operator to manage its pricing, offers, campaigns and other subscriber-related issues.

**19 Claims, 22 Drawing Sheets**

