



LUCKY TOP-UP

“Your’s luck in your hand”



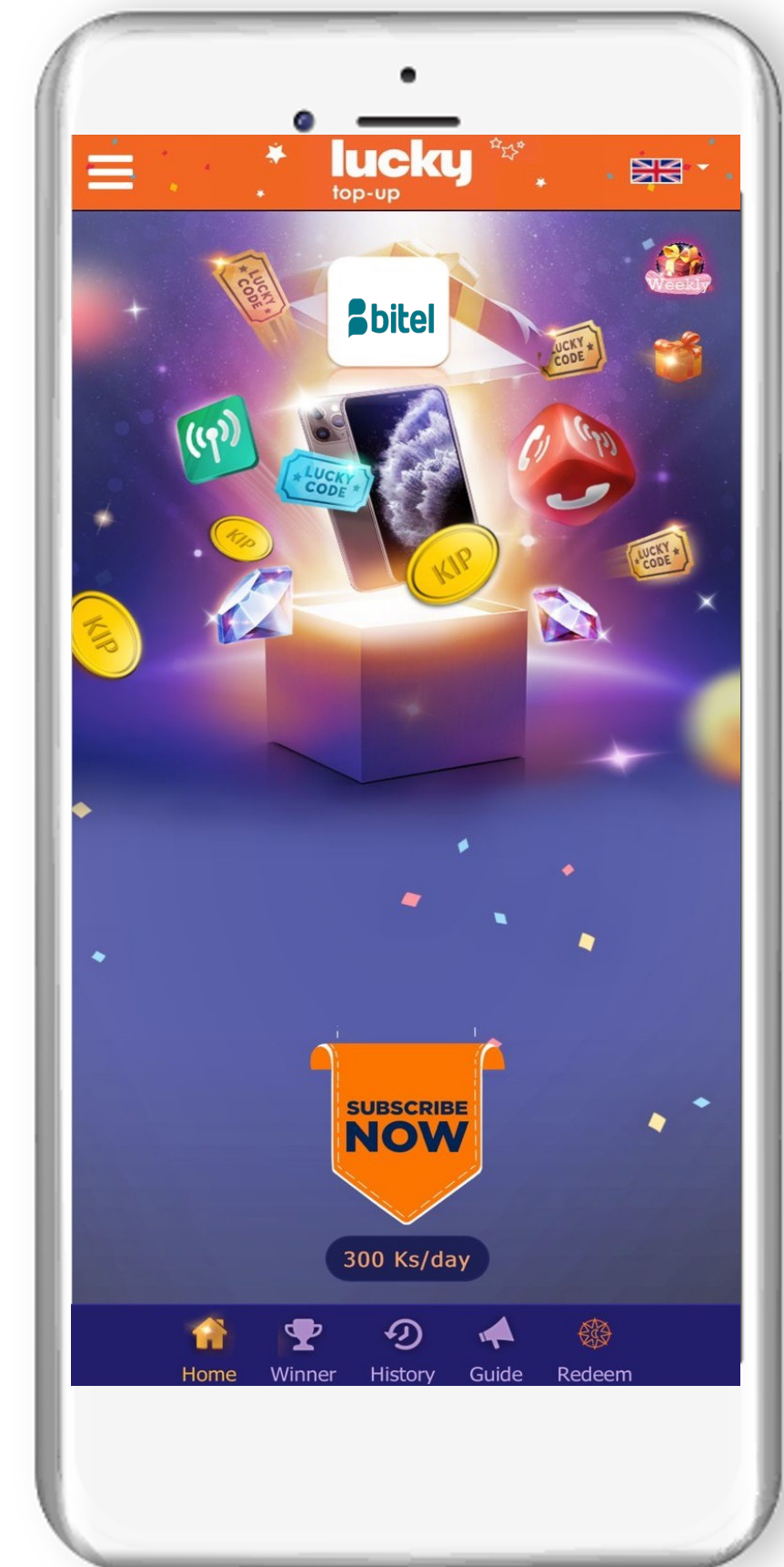
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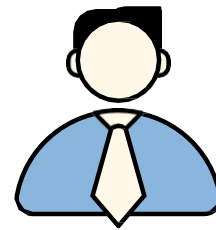
INTRODUCTION

Lucky Top-up is the service that customer catch their luck after re-charge account.

- After scratching the card, the customer receives codes. Each re-charge, customer receive 1 lucky code.
- Based on the lucky codes, system will choose random a lucky person for daily prize, weekly prize and monthly prize.
- Prize for the lucky person can be Data,by card, smart phone or other high value products



BENEFIT OF SERVICES



For users

ENTERTAINMENT

Add more entertainment channel

LOYAL CUSTOMER

Have a experience with Bitel's service and suggest more idea to Movitel improve the products.

REWARD

Have a chance to get many big prizes

BENEFIT OF SERVICES



For BITEL

INCREASE REVENUE

Stimulating scratch-off card, increase the revenue from its

LOYAL CUSTOMER

Reduce the rate of subscriber leaving the network

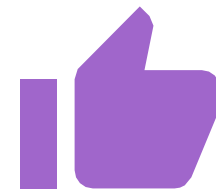
EXPERIENCE

The more chances to analytics customer's action to send promotion campaign, suggest the new service, new package for them.

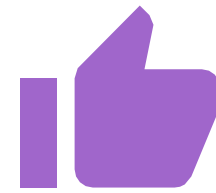


CONDITION TO USE SERIVCE

Apply for subscribers of Lucky Top-up service



Bitel's Subscribers active 2 ways.



Subscribers has enough money to use service.



Subscribers needs use smart phone and internet connection to use service.

SUGGESTION OF SCENARIO

01

Service description

LUCKY TOP-UP is the service that customer catch your luck after re-charge account.

After scratching the card, the customer receives codes. After receive codes, they need redeem codes to have many chances to get big prizes..

UNSUB

- Customer receive the lucky code free after recharge the card.
- In order to catch the luck and get the big prize, they have to send Y to redeem code.
- Fee redeem: 1.2 Sol

SUB

- Fee: 1.8 Sol/day -10 Sol/week – 30 Sol/month
- Free fee to redeem code.
- Daily, they receive 3 codes free to have a chance to get big prizes.
- Have a chance to get big prizes as smart phone, big value of card than unsubs

02

Channel to register service

SMS

Guide to use

Send ON to XXX

USSD

Guide to use

Dial *XXX# and do as guideline

WEB

Guide to use

<http://luckytopup.com.pe>

THE REWARD SUGGESTION



The prizes	Value
Data (daily)	50MB
	100 MB
	1000 MB
Money top-up (daily)	10 Sol
	50 Sol
	100 Sol
Smartphone (monthly)	OPPO, SAMSUNG, IPHONE ...

FUNCTIONALITIES



CMS



Website Admin



Users Admin



Player Admin

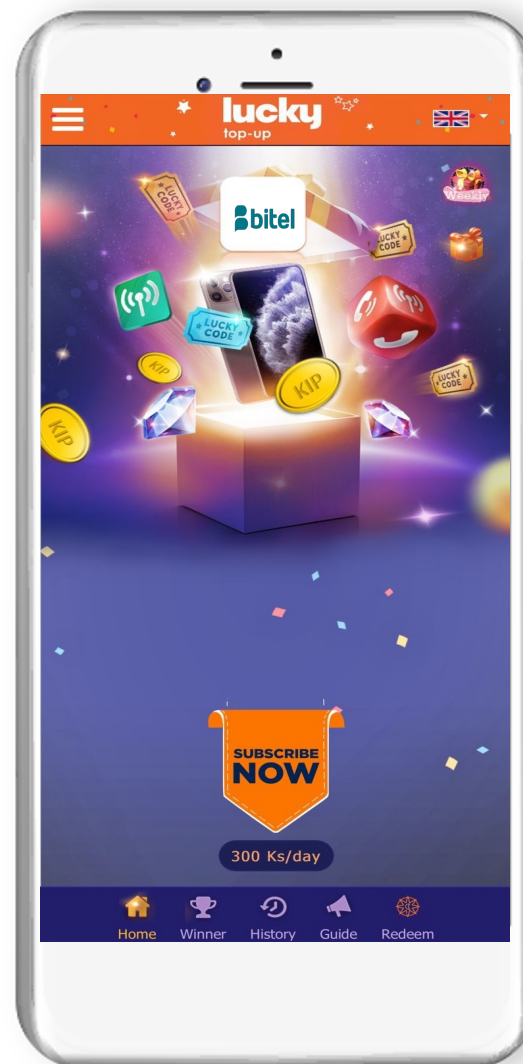


Reward Admin

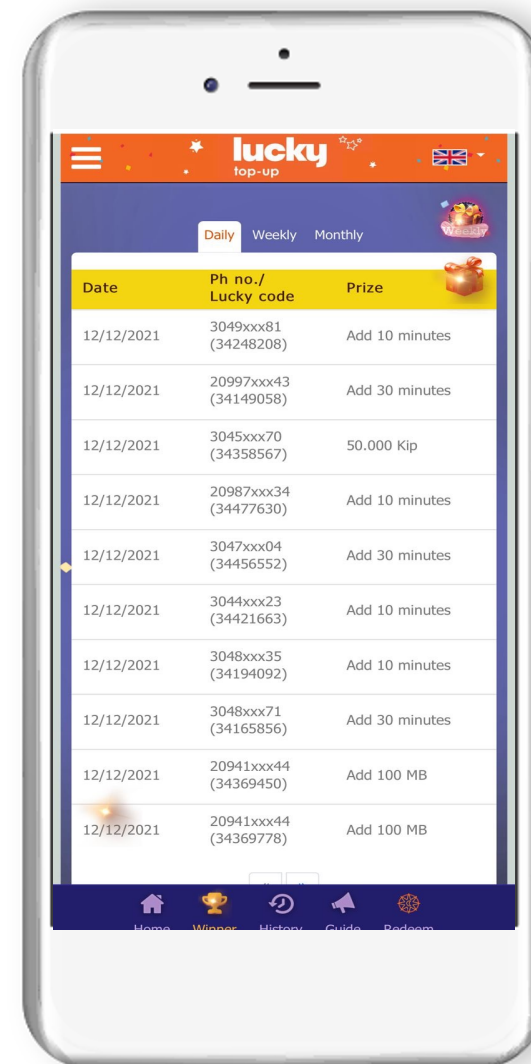


Report

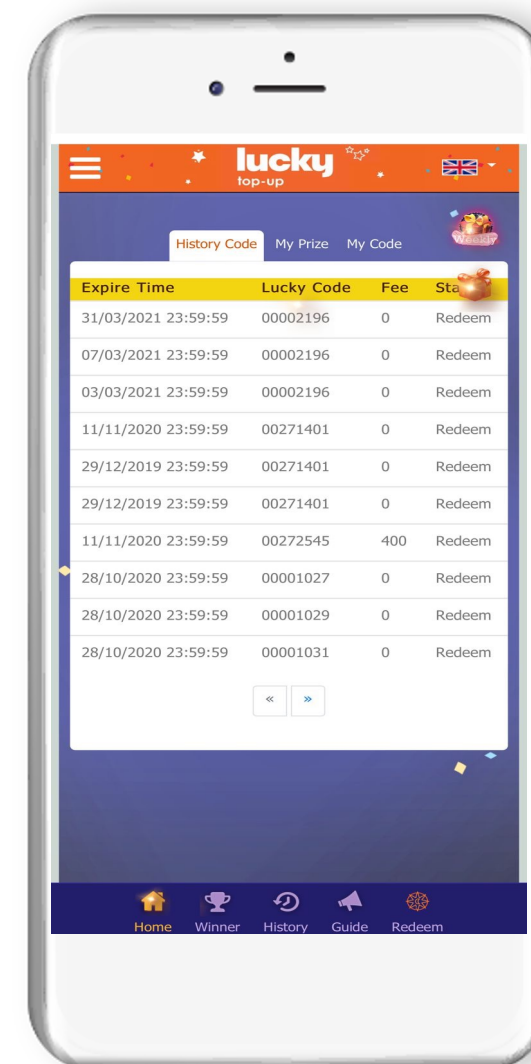
USER INTERFACE



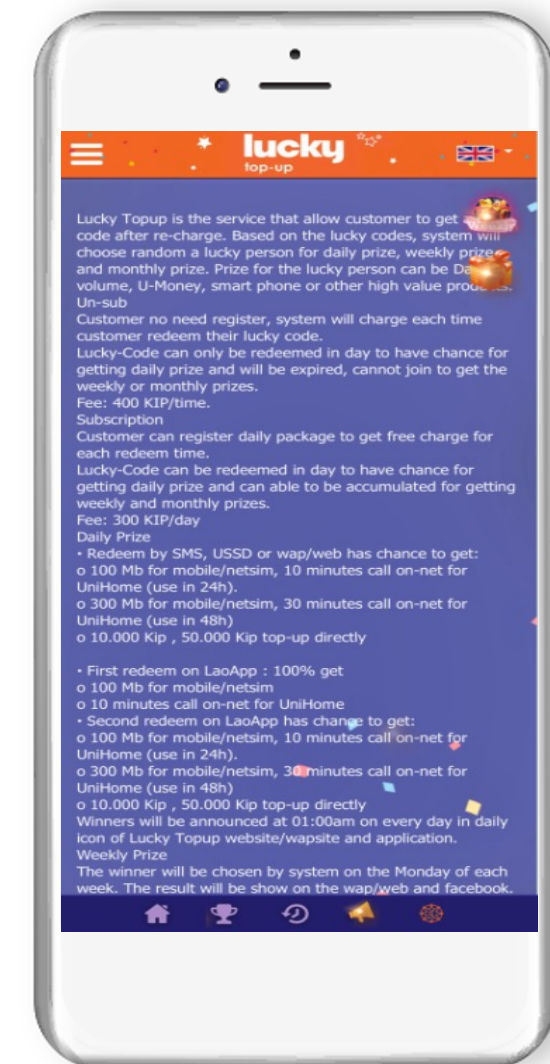
Homepage



Winner



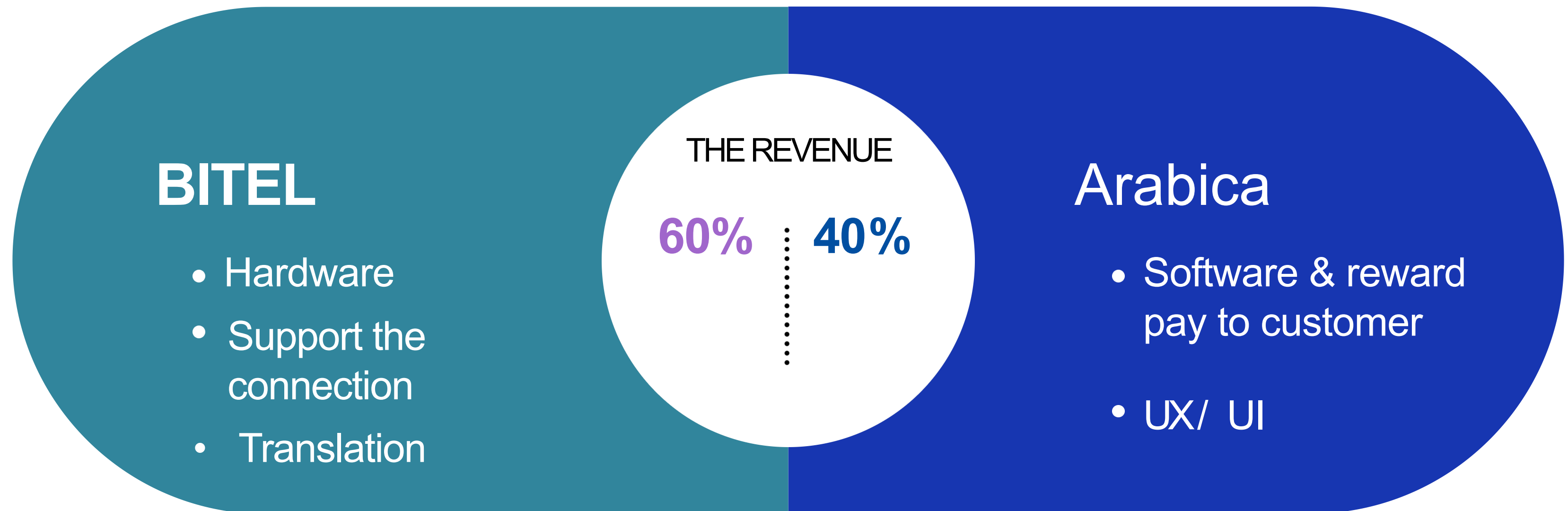
History



Policy

BUSINESS MODEL

Sharing the revenue



THANK YOU

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