

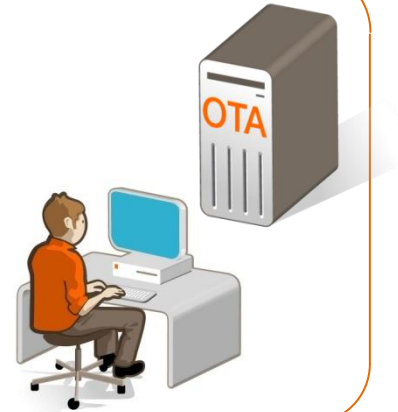
MNO Portal Offer Service Manager – Introduction & Usage

Boost your ARPU using efficiently the DSTK technology



Increasing the revenue generated by SIM based service usage is a major concern. In that regard, **Service Manager** is a state-of-the-art platform using Over The Air technology, which enables telecom operators to accurately manage SIM-based services throughout the life of their SIM cards, while providing operators detailed information on **user profiles, user service content and usage tracking**.

This course ideally covers both **platform usage and request monitoring tasks**.



At the end of the training you will

- > Manage the SIM-based services of your subscribers over time
- > Run and monitor campaigns
- > Create and launch promotional campaign linked to your DSTK menus and services
- > Gather subscriber's feedback on your offer

Who should attend

- > Telecom Operators
- > Customer Service Representatives

Pre-requisites:

- > GSM standards
- > Wireless services

This course is held in English

Key topics

- > DSTK menu management
- > OTA campaign management
- > Promotional and survey campaign



Day 1	Practice
<p>Introduction/Overview</p> <ul style="list-style-type: none"> > Value added services > MNO portal offer overview <p>Process</p> <ul style="list-style-type: none"> > Gemalto product range > Service development process <p>Graphical User Interface</p> <ul style="list-style-type: none"> > Logging on > Main screen > Password management > Windows areas > Accessing help <p>Service content management</p> <ul style="list-style-type: none"> > Overview > Customer care > Monitoring > Push script <p>Campaign management</p> <ul style="list-style-type: none"> > Overview > Main steps > Scenario > Target > Campaign > Monitoring 	<p>Access to a virtual Service Manager product and/or to your production platform</p> <p>Manage remotely one card</p> <p>Create and test promotional and survey scripts</p> <p>Create and launch campaign in order to:</p> <ul style="list-style-type: none"> • Modify DSTK offer • Execute promotional campaign • Execute survey campaign

