

MOBOLIZE Use Case: Increase ARPU & User Satisfaction with Smart Wi-Fi Security

Smart Wi-Fi Security Add-On Service Provides an Easy-to-Use Unique Product That Helps Retain Users and Adds to Revenue



Today's Challenge

The need for mobile data security on Wi-Fi networks is no longer optional. But protection can be confusing to users who don't know when they're unsafe, nor do they understand how to take precautions. VPN? Sniffers? Encryption? It's a foreign language. Users do understand the dangers of losing data to thieves as they've read the headlines or know someone who's been hacked, so they appreciate add-on or standard security service from their mobile operator. Traditional VPNs are commonly offered, but operators have quickly found that they result in very poor user experiences. Traditional VPNs are always on and quickly consume battery power. They encrypt all data, so already encrypted sites like Netflix, Hulu or Amazon Video won't work due to place-shifting concerns. Users don't want to turn VPNs on and off, they just want protection that's easy to use. A common result of traditional VPNs is frustrated, unhappy customers who unhook from the paid service and sometimes from their operator.

New Opportunity

With patented Secure powered by SmartVPN®, mobile operators can turn smart security into an opportunity for not only increasing customer loyalty, but for creating revenue. Easy to install on Android or iOS devices through a standalone app or part of an existing/Care app, Secure automatically detects when a user joins a Wi-Fi network, and seamlessly turns on. When users disconnect from Wi-Fi, the SmartVPN® turns off, saving battery life. Even smarter, it encrypts only HTTP traffic, so all apps continue to work. The app is easy to install, there is little attention required to use it other than user download and set-up, and protection is automatic. Users are informed of being protected with a roll-down message as soon as the SmartVPN® begins to work, reminding them of subscriber value. A tier 1 US operator customer who sells Secure as a white-label, add-on monthly/daily paid subscription has experienced a retention rate of more than 80% after 90 days. Industry standard is only 20%. Secure also adds to one of the highest Customer Lifetime Value (CLV) results in the industry.

At-A-Glance

- Security is an incentive for user retention and app acquisition.
- Bolster your brand as a leader in security while building customer trust and satisfaction.
- Increase ARPU with Smart Wi-Fi security as a value-added service.
- Brand differentiator for both consumer and enterprise customers.
- SmartVPN® only encrypts HTTP traffic, which is typically about 30% of user data reducing cost and allowing for competitive pricing.
- Even though only 30% of data is unencrypted and therefore unsafe on Wi-Fi networks, that is a large opportunity for data thieves, and a strong opportunity for mobile operators to build brand trust.
- Provides real-time alerts of un-secure Wi-Fi hotspots, prompting user purchase. Can also be used as a contextual marketing platform.
- Easy to install with an SDK. Changes/upgrades easily installed over-the-air.
- Carrier billing integration available.