

MONETISATION & FINANCE

i2i Promotions

Offers for ISP customers and partners, with spend controls, review and ROI dashboards

OVERVIEW

i2i Promotions is the offers and loyalty engine of the billing platform, with spend controls, review and ROI dashboards to manage each scheme. An operator creates a promotion policy from a template, such as renew a number of times and unlock a reward, sets who is eligible and what the reward is, and the platform enrolls customers, tracks their progress and applies the reward when they qualify.

Policies cover four categories: prepaid, postpaid, partner and event. Rewards include flat and percentage discounts, extra validity, free billing cycles, wallet credit for partners, credit notes for referrers and time-bounded speed upgrades. Caps limit the payout per customer and the number of discount cycles, and ROI dashboards show what each scheme cost and what it returned.

THE CHALLENGE

ISPs give discounts, free days and partner incentives to keep customers and partners active, but the schemes are usually run by hand. Eligibility is checked in spreadsheets, rewards are applied late or twice, and nobody can say afterwards what a scheme cost or whether it brought customers back. i2i Promotions manages offers with spend controls, review and ROI dashboards.

AT A GLANCE

- ✓ Ten policy templates ready to use, for customers and partners
- ✓ Rewards: discount, validity, free cycles, credit or speed
- ✓ Spend caps per customer and on discount cycles
- ✓ ROI dashboards for prepaid, partner and referral schemes

Capabilities

Promotion policies

A policy is a template plus eligibility filters and a reward. Ten system templates cover prepaid renewals, postpaid bill cycles, referrals, percentage and renewal discounts, partner loyalty, partner revenue milestones and speed upgrades. Categories are prepaid, postpaid, partner and event.

Reward types

Rewards include flat discount, percentage discount, validity extension, free billing cycles, wallet credit for partners, credit notes for referrals and a speed or QoS upgrade for a set time.

- Wallet credit uses the partner wallet
- Credit notes use the billing credit note record

Eligibility filters

Policies can be limited by plan, by partner including sub-partners, by customer category and segment, and by a date window.

Enrolment and progress

Customers are enrolled, and their progress is tracked with cycle caps and a maximum payout per customer. Scheduled jobs enrol partner customers and run long-cycle progress, wallet rewards and revenue milestones. Staff can remove an enrolment, with a guard in place.

Proforma with promotions

A proforma request can return the promotions that apply, so an operator can see the effect on one customer's renewal before it is billed.

ROI dashboards

Separate summaries cover prepaid, partner and referral schemes, with reward cost, enrolments, conversion, monthly trend and top referrers.

Partner loyalty dashboard

The partner portal shows qualification tracking, reward policies and monthly earnings. Operators can drill into one partner from the admin portal.

Technical summary

CATEGORIES	Prepaid, postpaid, partner and event.
TEMPLATES	Ten system policies, including renewal count, bill cycle count, referral, partner loyalty, revenue milestone and speed upgrade.
REWARD TYPES	Flat discount, percentage discount, validity, billing cycle, wallet credit, credit note, time-bounded QoS upgrade.
ELIGIBILITY	Plan, partner with sub-partners, customer category, customer segment and date window.
LIMITS	Maximum payouts per customer and maximum discount cycles; one-time or recurring rewards.
POLICY STATES	Draft, active, suspended, expired, inactive and cancelled.
REPORTING	ROI summaries for prepaid, partner and referral; enrolment search; per-policy event log.
INTEGRATIONS	Billing and prepaid renewal, partner wallet, credit notes and QoS policy changes; agent framework for scheduled jobs.
INTERFACES	REST under /cbss/promotion; admin screens under Product, Promotion Policy; partner portal loyalty dashboard; access controlled by permission.

Related modules

Modules operators often run alongside i2i Promotions. Each is a separate module; the integrations that exist are listed in the technical summary above.



Where it is used

Reward loyal prepaid customers

A prepaid ISP wants customers to renew steadily. It creates a policy that unlocks a discount, extra validity or a speed upgrade after a set number of renewals. Customers are enrolled, their count is tracked, and the reward is applied when they qualify.

Referral scheme with a credit note

An operator asks subscribers to refer friends. When a referred customer reaches the required number of bills, the referrer receives a credit note. The referral ROI view shows conversion, reward cost, the monthly trend and the top referrers.

Partner loyalty for LCOs

An ISP wants to keep active LCOs. Partner policies credit a partner's wallet for customers who stay continuously active, for a number of successful renewals or when revenue reaches a milestone. Partners follow qualification and monthly earnings on a read-only dashboard.

See i2i Promotions on your network

Talk to our team about your operator type, your network and where to start. We will show you the module and answer the technical questions.

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