

TATA COMMUNICATIONS MOVE™ RENEWAL ASSURE

Connected car subscription journey

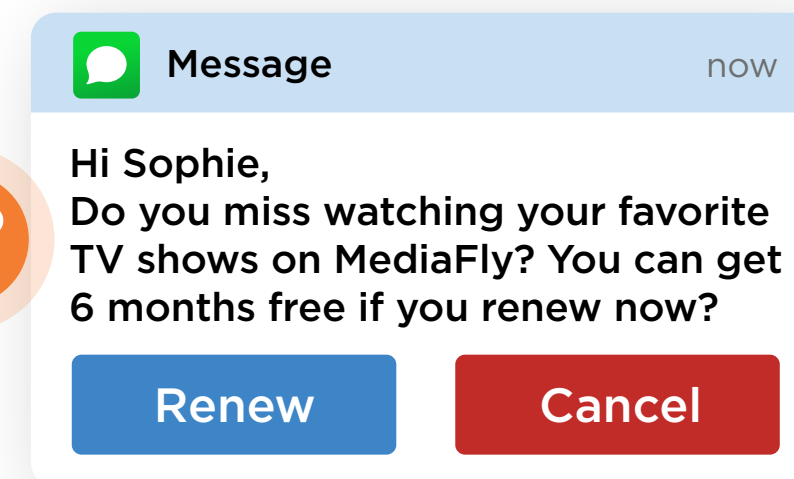
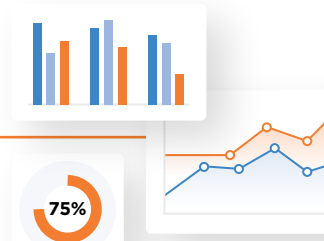
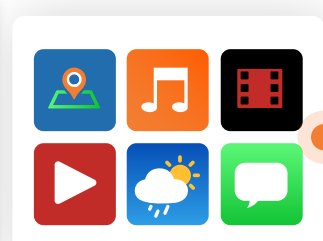
PRE-SALES → POST-SALES

TATA COMMUNICATIONS



Advantage to OEM

- Strategically timed Renewal notifications
- Data bundle recommendations based on past usage patterns
- Flexible subscriptions
- Application wise split billing options
- Insights to run sponsored data/app campaigns
- Vehicle wise usage insights



With Renewal Assure

OEM offers package options based on past usage patterns; higher chances of customer renewal

Without Renewal Assure

Subscription expires, user may not renew due to lack of insights and flexible packages



PRE-SALES ACTIVATION

Free connected car subscription



ACTIVE SUBSCRIPTION

Usage data collected from connected car



SUBSCRIPTION RENEWAL

Post expiration of connected car subscription