

Join the mobile revolution!

Innovative broadband companies are adding mobile to their service bundles. Reach and the NCTC have joined forces to provide a turnkey MVNO solution so every operator can offer mobile to their customers. The quad-play is here.

Launch innovative mobile services with the Reach platform

A connectivity platform needs to be many things, but most of all, it should be built for scale and designed for ease.



QUICK-TO-LAUNCH

Get your new service up and running in months, not years.



ALL-IN-ONE

Streamline e-commerce, billing, device management, and more, under one roof.



FLEXIBLE

Choose from the simplicity of a turnkey deployment or the flexibility of REST APIs.



CUSTOMER-FIRST

Beat the competition with the features and bundles your customers want.

Enhance your current bundle

Leverage the technology of Reach and the buying power of NCTC to launch a best-in-class mobile service

Acquisition: Comcast and Charter continue to boast success with mobile. Comcast states that mobile subs increased at a 24.5% annual growth rate from last year. Charter's 2022 revenue grew by 3.5% overall - with mobile growth at a staggering 38.7%ⁱ.

It's now your turn to offer mobile with complete product and branding control - and without investing millions of dollars and years of technical development. Set yourself apart as the innovative, customer-centric telecom with tomorrow's best-in-class mobile, available today.

Retention: Keep the customers you have by offering them the services they need. By offering a sticky service like mobile, customers are more likely to stay with their cable or broadband provider. Bundle in savings for multiple services and offer additional discounts to specific subscribers.

Increased revenue: Choose from a selection of data plans and retail them how you please. Offer value-add products and services to enhance your mobile offering. Give your business the assurance of margin-friendly revenue, month-after-month.

Source: Fierce Wireless, Jan. 27 2023 "Comcast adds 365,000 wireless lines in Q4 2022" and "Charter kills it in mobile during Q4 2022, adding 615,000 new lines"

Here's what you get.

White-labeled website for customers to purchase mobile service, along with integrated device store, automated and personalized chat bot, and complete buying experience.

Welcome Kit for customers to activate service. Kit comes with SIM and instructions for activating a new or current number. A fully-personalized white-labeled Welcome Kit is available at an additional cost.

White-labeled app in the Google Play and App Store. App enables customer to self-manage their service, including activating service, adding lines, purchasing value-added service, referring friends, reaching out to customer service and more.

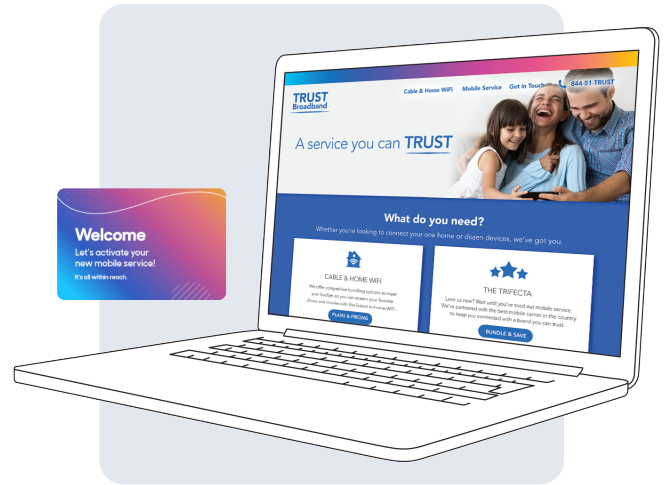
Branded communication including brand name and logo, in the form of email, text messages and push notifications.

Branded invoices to customers. Invoices are generated both immediately and monthly and available electronically in-app and via email, or may be printed and mailed.

Customer service to help make purchases, activate and manage service, assist with troubleshooting in-app and network issues. Want to do it in-house? Reach customer service can also train your agents at no additional charge.

Competitive plans ready to be fine-tuned with names and a retail cost.

Invaluable insight to customer behavior and buying trends. Use this information to create promo codes, incentives, special plans, affiliate marketing campaigns, influencer programs, multiple service options and much more.



Sounds easy enough... but what's the experience like for MY customer?

01 / LEARN Customers learn about different plans and the benefits of bundling mobile with other services. Quickly access tools, like Bill Calculator, Coverage and Compatibility Check. Discover new mobile devices and financing options.

02 / BUY Using secure payment portals, customers can buy the mobile service and devices, pay for shipping, and receive the Welcome SIM Kit within days.

03 / GET Get real-time shipping updates in the My Account site, in-app, and through email and text notifications. Activate the service in the app, on the site, or with the support of a customer service representative. Whether they're porting their number or getting a new one, the Welcome Kit and app provide step-by-step directions for a smooth activation.

04 / USE Use your mobile service as normal. Using the app, they can monitor data usage, purchase top-ups, upgrade or downgrade the plan, enable international services, purchase value-added service and more.

05 / PAY The monthly service is automatically paid with the credit card on file. View estimated plans charges, access past payments, and update or change the card on file anytime.

06 / SUPPORT Need help? Access simple self-help tools in app, like resetting voicemail passwords and blocking caller ID. Need more help? Reach out for support directly in-app or on the My Account page. Calls, emails, and chats are routed to our best-in-class customer service agents or we can train your agents.



Where connectivity meets simplicity.

Get started: <https://www.nctconline.org/connectivity/wireless/>