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ABSTRACT

SYSTEM AND METHOD FOR FACILITATING SALE OF PRODUCTS AND SERVICES TO A MOBILE DEVICE USER

There is provided a system and method for facilitating sale of products and services to a mobile device subscriber comprising the monitoring of the user's
10 access to a web resource and recommending a suitable data service plan based on the user's access to the web resource. An added feature is the provision of a free-trial period to the subscriber if the web resource accessed is a first time access or an access after an idle period of time. The method is particularly advantageous in helping to recommend action/app specific plans
15 to prepaid users in a bid to lower the price point chargeable to these prepaid subscribers without diminishing their Internet experience.

Fig. 3