



InTelestage™ Real-time Campaign Management is a modular solution that integrates easily with billing platforms, CRM applications and call centre tools to fill capability gaps and complement existing IT investments.

Core InTelestage™ Modules:

- **Knowledge Base** integrates customer usage data with campaign data to create a dynamic marketing data mart specifically designed for the telecom industry. It is capable of handling hundreds of millions of call records per day, in near real-time.
- **Campaign Reporter** is a campaign monitoring and reporting tool that enables fast, effective decision-making by providing comprehensive information and intelligence at every stage of a campaign.
- **Real-time Marketing Manager** is a powerful campaign management tool that enables mobile operators' marketing teams to run fully-automated targeted interactive marketing campaigns from the desk top.
- **Relationship Manager** is a powerful campaign management tool that enables mobile operators' marketing teams to run fully-automated targeted interactive marketing campaigns from the desk top.

Optional InTelestage™ Modules:

- **Business Report Manager** is a business intelligence tool that turns customer usage data across multiple platforms into valuable business intelligence.
- **Profiler** is a sophisticated customer segmentation and dynamic profiling tool that enables mobile operators to automate targeted marketing campaigns aimed at specific customer micro segments. It also allows operators to model and forecast customer behaviour and identify opportunities for cross-selling.
- **Social Circles** is a sophisticated profiling tool to identify high value (HV) customers and their circle of influence, in order to prevent churn by retaining the ring leaders.
- **Tariff Plan Simulator** is a planning tool that predicts the outcome of specific customer groups moving to a new tariff.
- **Reward Manager** is an incentive-based campaign tool that allows marketers to run fully-automated campaigns that reward profitable behaviours; rewards in the form of network services are instantly applied to customer accounts when pre-set criteria are met.
- **Loyalty Points Manager** is a loyalty system that enables mobile operators to create relevant, personalised and fully-automated points-based loyalty programmes, tailored to the needs of multiple customer segments.
- **Lucky Draw** is an incentive-based campaign tool that allows operators to run fully-automated prize draw promotions.

Business Logic Systems is a global company focused on delivering innovative customer intelligence, marketing automation and customer loyalty solutions that help mobile network operators unlock the value of real-time customer data. To find out more please contact our marketing team at info@businesslogic.co.uk.

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Create a new real-time sales channel



Business Logic Systems helps global mobile network operators unlock the value of real-time customer data to build competitive advantage by building a continuous customer dialogue through fully-automated marketing campaigns.

InTelestage™ Real-time Campaign Management allows marketing departments to respond to customer events within seconds and build long-term relationships that drive up recharge revenues and stimulate service usage.

Business Logic Systems Real-time Campaign Management empowers mobile operators to react to customer needs in real-time and treat each customer as a valued individual with dynamic two-way, targeted communication.

Respond to customer events with dynamic real-time campaigns

- Trigger an automated response to recharges and Value Added Service (VAS) usage in the form of a thank you message, reward or incentive within seconds.
- Automate the allocation and delivery of rewards.
- Reduce the inherent latency in a campaign management solution from days or weeks to just a few seconds.

Treat each customer as a valued individual

- Invite customers to opt-in to campaigns and build a two-way, personalised dialogue that makes customers feel uniquely valued.

Drive up recharge revenues and stimulate service usage

- Design automated and targeted real-time campaigns to drive up recharges or use of VAS by offering rewards in the form of additional services.

Real-time Campaign Management Solution

Speed is essential in today's market-place. Mobile operators need to maximise marketing resources and respond quickly to changing customer behaviour trends to gain a competitive edge. However, most CRM systems require lengthy batch processing of customer data, which can slow down marketing processes and limit the potential for effective customer targeting.

The InTelestage™ Real-time Campaign Management Solution helps operators address this challenge. It is the only mobile industry specific real-time campaign management solution that can deliver both an SMS and a targeted reward to a subscriber within minutes of them performing an action.

Reward Fulfilment**

- Allocate bonuses to subscribers in real-time.
- Automated allocation and distribution of rewards directly to customer accounts in real-time.
- Reward recharges and VAS usage levels in real-time.

** with the optional Reward Manager module

Campaign Reporting

- Provides complete visibility of campaigns with comprehensive information and intelligence at each stage of the campaign process.
- Allows marketers to validate activity by establishing ROIs for campaigns.

Customer Touch Points

- Uniquely facilitates a two-way dialogue with individual subscribers in real-time based on customer actions.
- Provides customers with an opt-in/opt-out facility for campaigns via SMS or their preferred communications channel.
- Set the opt-in and opt-out options for a campaign.

Data Staging

- Recognises relevant customer events – such as a recharge or purchase of a value added service – as they happen and triggers an immediate response so operators can respond to customer behavioural trends in real-time, or near real-time.

Segmentation

Integration

- Features translate best when used with InTelestage™ Lucky Draw or Real-time Campaign Management solutions.
- Integrates with third party CRM and campaign management solutions, providing added capabilities.

Real-time Campaign Management

- Enables trigger based campaigns based on real-time customer behaviour.
- Target customer micro segments with dynamic, personalised marketing campaigns.
- React to customer needs, deliver relevant communication and reward customers for service usage – based on instant response to events as they happen.
- Run multiple campaigns concurrently.

