

CASE STUDY | CELCOM

80% response rate at Celcom Malaysia after running the Stay Active campaign for extension of validity period to prepaid subscribers

Stay Active Promotion

A successful campaign rewarding extension of validity period to prepaid subscribers recharging their accounts with values over RM 10 was launched by Celcom in Malaysia.

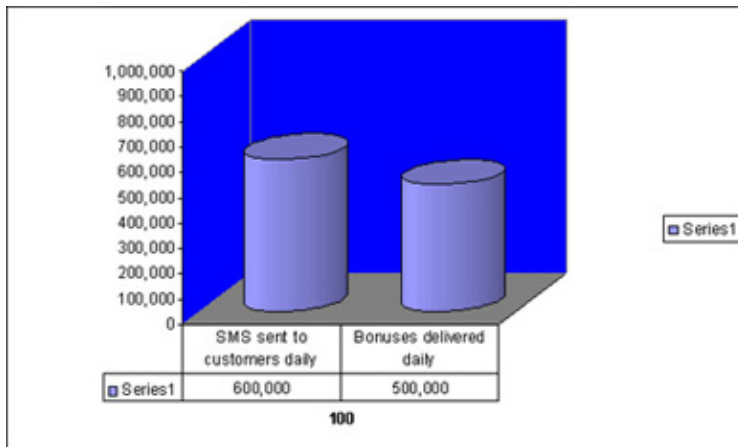
InTelestage™ Loyalty Suite was able to automatically deliver such rewards and only include customer with specific tariff plans in the campaign qualification criteria. The reward given to customers is a perfect example of how a successful campaign should be designed: it had a high perceived value to the customers because it allowed them to prolong the usage period of their credit while it came with little cost for the operator as the reward was non-financial or related to free services.

The Stay Active promotion met another criteria for good campaign design by correlating the value of the reward (duration of validity extension) with the value of the customers (the value of the recharge).

The communication with customers, also performed using the communication module of InTelestage™ Loyalty Suite was carried on in 2 languages (BM and English), according to the preferences of each subscriber and with no problems attained a daily average of slightly over 600,000 SMS sent to customers.

The results of the campaign confirm the good design of the campaign and the relevance of the offer across the target segment: over 80% of them recharged with minimum RM10, having InTelestage™ Loyalty Suite recording in average around 500,000 bonuses daily.

Targeted customer base: prepaid subscribers with specific tariff plans



About Celcom Malaysia

1988 witnessed the dynamic birth of Celcom, a leading mobile communications provider in Malaysia. Since its inception, Celcom has steadily made its presence felt in the market. It continues to spread its wings and is undeterred by the dynamic nature of the mobile communications industry.

Celcom brand vision is about pleasing their customers and exceeding their expectations. It is the company goal to empower them with choices and innovative solutions that will give them greater control and freedom to live it to the fullest.

For more information, visit www.celcom.com.my



Objective: extension of validity period to prepaid subscribers = to extend the lifetime value and develop a long-term relationship

Rewards applied: correlation in the value of the reward (duration of validity extension) with the value of the customers (the value of the recharge). Minimum recharge- RM 10
Participation at the campaign: direct SMS in 2 preferred languages (BM and English)

Result: over 80% recharges with minimum RM10

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About Business Logic Systems

Business Logic Systems is a marketing and relationship management software company that helps the marketing departments of leading global mobile operators to provide an effective, fully automated software solution for critical business processes including:

- The cross-selling and up-selling of new and existing services
- Running and managing loyalty campaigns with loyalty points
- Retention of high-value customers - handset replacement, discounts and churn reduction
- Winning back customers that have defected to a competitor

To find out more, visit www.businesslogicsystems.com



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