

CASE STUDY | TELSTRA

Using InTelestage™ Loyalty Suite 6.1, Telstra doubled their response rate on their Opt-in campaign targeted for new customers

Opt-in Promotion

Telstra, major Mobile Operator in Australia has discovered, using InTelestage™ Loyalty Suite, the benefits of effective and personal customer communication for campaign take-up and awareness.

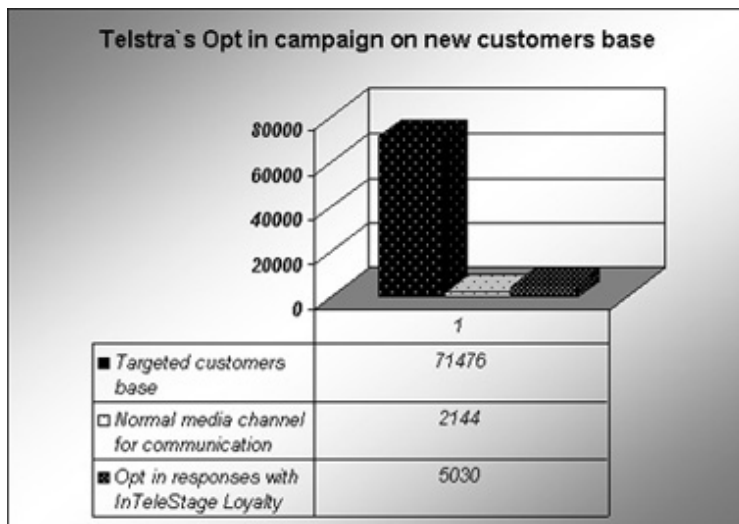
Before using InTelestage™ Loyalty Suite:

- Targeted customer base: new customers of selected tariff plan
- Objective: to extend the lifetime value and develop a long-term relationship
- Rewards applied: 10% of the total recharge value every 3 month
- Communication channel: classic media (radio, TV, billboards, newspaper advertisements etc.).
- Participation at the campaign: manual enrolment
- Result: 3% response rate

After using InTelestage™ Loyalty Suite:

- Targeted customer base: new customers of selected tariff plan
- Objective: to extend the lifetime value and develop a long-term relationship
- Rewards applied: 10% of the total recharge value every 3 month
- Communication channel: direct SMS to each subscriber
- Participation at the campaign: opt-in campaign via direct SMS
- Result: more than double the response rate obtained by using classic media (radio, TV, billboards, newspaper advertisements etc.).

To develop the long-term relationship, Telstra proposed to new customers of selected tariff plans a recurring bonus of 10% of the total recharge value every 3 months.



About Telstra, Australia

Telstra is the only communications company in Australia that can provide customers with a truly integrated telecommunications experience across fixed line, mobiles, broadband (BigPond®), information, transaction and search (Sensis®) and pay TV (FOXTEL). One of our major strengths in providing integrated telecommunications services is our vast geographical coverage through both our fixed and mobile network infrastructure. This network and systems infrastructure underpins the carriage and termination of the majority of Australia's domestic and international voice and data telephony traffic.

For more information, visit www.telstra.com.au/abouttelstra



Before using InTelestage™ Loyalty Suite for this campaign, customers had to enrol manually to the campaign.

The importance of presenting the campaign message directly to the customer via SMS and enrolling the respondent customers automatically had a dramatic effect on the campaign take up.

From the 71476 targeted customers, 5030 opted in to the campaign.

This 7% response rate doubled the previous 3% rate obtained by targeting customers with classic media (radio, TV, billboards, newspaper advertisements etc.).

We work with leading global organisations within the mobile market

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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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