

Fully-automated targeted interactive marketing campaigns



Business Logic Systems helps global mobile network operators to increase customer loyalty and move existing customers up the value chain by moving beyond manual marketing processes.

Mobile operators need to create differentiation by putting subscribers at the heart of marketing activity. But generic customer relationship management (CRM) systems and fragmented data often stand in the way of fully-automated marketing processes. Marketers need specialist campaign tools to realise the full power of a customer-centric approach.

InTelestage™ Marketing Manager is a powerful campaign management tool that enables mobile operators' marketing teams to increase long-term subscriber profitability and drive down campaign costs, by running fully-automated targeted interactive marketing campaigns directly from the desktop.

Campaign Management

InTelestage™ Marketing Manager is an extremely powerful campaign management tool designed for marketers, helping them to create competitive advantage:

- Design, simulate and execute campaigns from the desktop.
- Match products and service offers to customer micro-segments in an informed manner.
- Quickly and easily roll out targeted campaigns.

Fully Automated

A simple, user-friendly interface allows marketers to run multiple campaigns simultaneously targeting different micro segments of the subscriber base:

- User-friendly work flow guides marketers through the campaign process.
- When combined with InTelestage™ Rewards Manager, marketers can apply rules-based logic to automatically reward profitable customer behaviours based on multiple criteria.

Two-way customer dialogue

When combined with Relationship Manager, Marketing Manager facilitates a two-way SMS dialogue that allows individual subscribers to opt-in to individual campaigns.

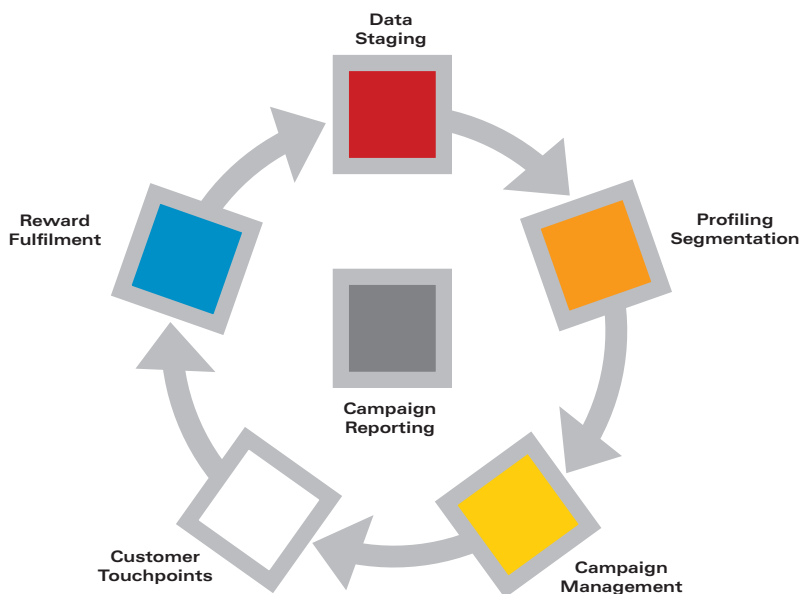
Key Features:

- Marketers can define profiles, create campaigns and apply offers directly to subscriber accounts and launch campaigns – all without any need for manual intervention.
- Marketing teams can design and build highly-targeted campaigns within 24 hours, with minimal IT involvement.
- Run multiple campaigns concurrently.

About Marketing Manager

Marketing Manager is part of InTelestage™, the only customer lifecycle management software specifically designed for mobile operators. The InTelestage™ modules share a common software platform, based upon the latest Microsoft .net and service-oriented architecture (SOA). The open architecture enables easy integration with third party applications, helping mobile network operators to create fully-automated marketing processes to build long-term subscriber profitability.

When integrated with other modules from the InTelestage™ portfolio, Marketing Manager's intuitive user interface allows marketers to design, simulate and execute highly-targeted interactive campaigns to multiple micro-segments of the customer database, from the desktop.



The Next Step

To find out more please contact our marketing team at marketing@businesslogic.co.uk

To read more about InTelestage™ products and solutions or Business Logic Systems technology go to: <http://www.businesslogicsystems.com>

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