

## Two-way, fully automated targeted campaigns



Business Logic Systems enables global mobile network operators to personalise marketing activities with subscribers to build a closer customer dialogue, foster long-term customer relationships and increase subscriber profitability.

Mobile network operators need to place subscribers at the heart of their marketing activities; they need to build a two-way dialogue, with targeted campaigns based around customer needs; and they need to offer a choice of communication channels to the customer.

**InTelestage™ Relationship Manager is a marketing campaign tool that uniquely facilitates a two-way dialogue with individual subscribers and provides customers with an opt-in/opt-out facility for campaigns via SMS or their preferred communications channel**

### Two-way dialogue

InTelestage™ Relationship Manager's unique subscriber opt-in/opt-out facility has been shown to greatly improve campaign success rates:

- Customers can opt-in or opt-out of campaigns via SMS or email communication.
- Billing platforms and other third party systems are automatically updated as soon as a customer accepts an offer.

### Multiple communication gateways

InTelestage™ Relationship Manager can manage multiple gateways, to create a two-way dialogue via the customer's preferred communications channel and facilitate a single view of customer activity across all channels.

### Trigger-based campaigns

When combined with InTelestage™ Marketing Manager and Reward Manager modules, Relationship Manager enables fully-automated, trigger-based SMS campaigns that prompt and reward profitable behaviour in near real-time.

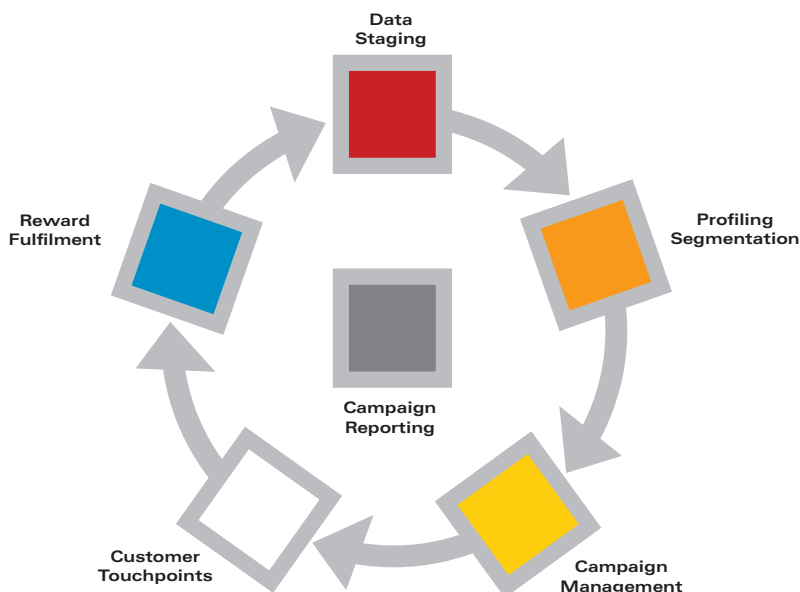
## Key Features:

- Subscriber opt-in/opt-out feature drives down marketing costs and improves campaign success rates.
- Manages multiple communication gateways, interfaces and systems including, SMSC, MMSC and email.
- Campaign messages can be delivered to customers via SMS/MMS or email using pre-defined, branded templates, to ensure consistency of communication.
- Communications can be triggered automatically by customer behaviour, based upon complex response scenarios.
- Decision-making tree allows marketers to simulate campaign flow for multi-stage campaigns.

## About Relationship Manager

Relationship 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, Relationship Manager's unique subscriber opt-in/opt-out facility allows marketers to design, simulate and execute highly-targeted interactive reward and retention campaigns to multiple micro segments of the customer database.



## The Next Step

To find out more please contact our marketing team at [marketing@businesslogic.co.uk](mailto: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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