

Create an automated, Real-time sales channel



Business Logic Systems enables global mobile network operators to increase recharges and drive up service usage by enabling real-time, two-way communication triggered by actual customer behaviour.

Speed is essential in today's competitive market-place. But typically, operators can take hours, days or even weeks to deliver targeted communications triggered by customer behaviour, due to lengthy batch processing of customer data. Business Logic Systems reduces the inherent latency in this process from days or weeks to a few seconds.

InTelestage™ Real-time Marketing Manager is a real-time campaign management tool that empowers mobile operators to react to customer needs in real-time and treat each customer as a valued individual, building long-term relationships that drive up recharge revenues and stimulate service usage. Deployable as part of an InTelestage™ solution or as an add-on to an existing CRM system.

Respond to Customer Events within Minutes

Real-time Marketing Manager offers an alternative approach to traditional "aggregated campaigns" which can take days or even weeks to respond to specific customer events.

The system is able to recognise relevant customer events as they happen and trigger an immediate response – within just a few minutes.

- Automate trigger based campaigns and instant responses – in the form of a thank you message, reward or incentive – directly after customers perform an action.
- Design campaigns that drive up recharges or use of Value Added Services by offering inexpensive rewards.
- Increase campaign opt-in rates with well-timed and targeted communication to create a unique customer experience.
- Automate the allocation and delivery of rewards.

Automated Two-way Real-time Communication

When combined with InTelestage™ Relationship Manager, Real-time Marketing Manager facilitates an automated two-way SMS dialogue that allows individual subscribers to opt-in or interact specific campaigns.

Key Features:

- Triggers an immediate response to customer events such as a recharge or purchase of a Value Added Service.
- Automate campaigns across the customer base and/or multiple segments based on tariff plans, demographics, or even to a list of select customers.
- Run multiple campaigns concurrently.
- When combined with InTelestage™ Relationship Manager provides customers with an opt-in/opt-out facility for campaigns via SMS or their preferred communications channel.
- 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.
- Allocate bonuses to subscribers in real-time.
- Automated allocation and distribution of rewards directly to customer accounts in real-time.
- Reward recharges and Value Added Service usage levels in real-time.
- Features translate best when used with InTelestage™ Lucky Draw or Real-time Campaign Management solutions.
- Integrates with third party CRMs and legacy campaign management tools, to compliment and enhance them by reducing inherent data latency from days or weeks to just a few minutes.

About Real-time Marketing Manager

Real-time Marketing Manager 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, such as a recharge or purchase of a value added service.

It 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).

When integrated with other modules from the InTelestage™ portfolio, Real-time Marketing Manager's intuitive user interface allows marketers to design, simulate and execute trigger-based marketing campaigns to multiple customer micro-segments, based on real-time customer behaviour, from the desktop.

Because it is built on open architecture, it can also be easily integrated with third party applications, helping mobile network operators to create fully-automated real-time marketing processes that drive subscriber profitability.

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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