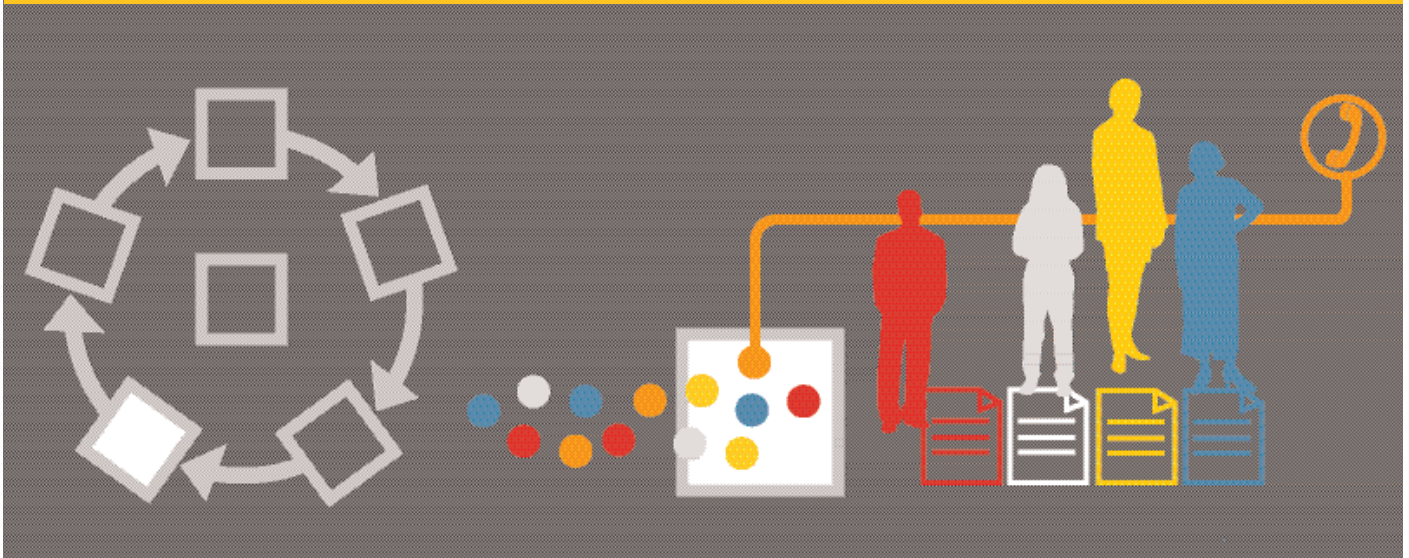


Access campaign data from the call centre desktop



Business Logic Systems joins up the marketing and customer management process, giving mobile network operators the tools to exceed customers' expectations and help them realise the full benefit of promotions and loyalty programmes.

Customer frustration at being kept waiting by call centres is a huge industry problem. It is vital that network operators can respond in a joined up way. This demands integration between back-end systems so that the contact centre agent has a single, complete view of each customer across all points of contact.

The InTelestage™ CSR Interface and the InTelestage™ CSR API toolkit enable call centre agents to access a subscriber's campaign history directly from InTelestage™ modules at the call centre desktop.

A single view of the customer

The InTeleStage™ CSR Interface and the InTelestage™ CSR API toolkits are available to provide call centre agents with fast, seamless access to InTelestage™ marketing campaign and loyalty points data:

- Campaign participation and reward information from InTelestage™ Marketing Manager.
- A dedicated and comprehensive Graphical User Interface (GUI) is available for **InTelestage™ Loyalty Points Manager** that enables call centre agents to manually enter (or remove customers into a loyalty programme and perform redemptions. Activity reports and reward statistics are also available.

Mobile network operators can use the InTelestage™ CSR Interface which comprises a set of standard screens that deliver the information direct to a CRM system or call centre desktop application. Or they can create their own application using the InTelestage™ CSR API toolkit.

Personalised service

Subscribers benefit from a personalised service, more closely tailored to their needs. They feel more valued by the mobile network operator – a significant factor in building long-term customer loyalty and profitability.

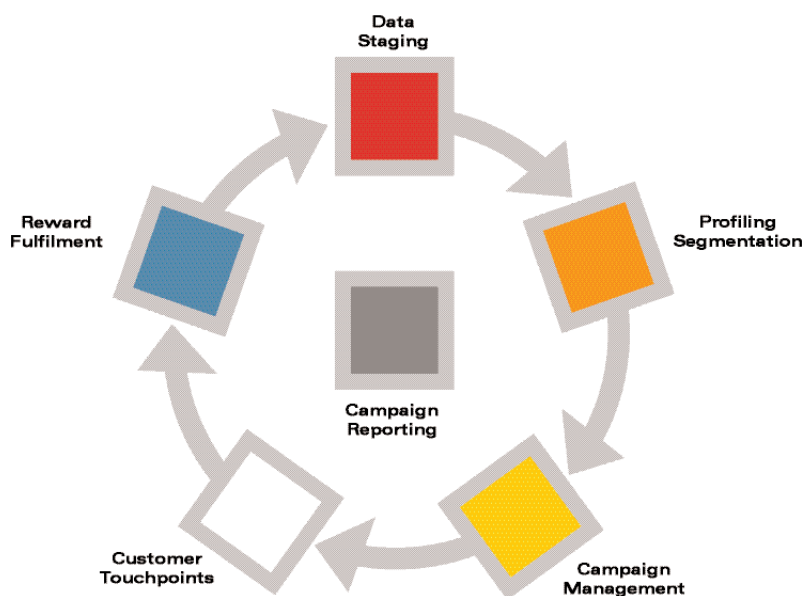
Key Features:

- Using the API, operators can build applications so that contact centre agents can access all the information needed to manage customer enquiries via a single screen.
- Using the InTelestage™ GUI, contact centre agents can:
 - Help CSRs with dispute resolution related to loyalty programmes/ dispute resolution.
 - Access the latest status of loyalty programme participants through the interface, including total loyalty points accumulated and redeemed, as well as expiry dates.
 - See which campaigns were offered to the customer and whether the customer accepted these offers.
 - Register a customer onto the loyalty points programme run by InTelestage™ Loyalty Points Manager or review points earned and initiate redemption for points on behalf of customer also for the InTelestage™ Loyalty Points Manager.

About CSR Interface

The InTelestage™ CSR interface/InTelestage™ CSR API 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 the InTelestage™ Marketing Manager and InTelestage™ Loyalty Points Manager, InTelestage™ CSR interface/ InTelestage™ CSR API delivers a complete picture of customer campaign data to the call centre 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>

Business Logic Systems Limited is registered in England. Registered number 3536760.
The registered office is 3B North Mill, Bridgefoot, Belper, Derbyshire, DE56 1YD.
© 2009 Business Logic Systems. All rights reserved.

The information contained herein is believed to be accurate and reliable. Business Logic Systems Ltd accepts no responsibility for its use by any means or in any way whatsoever. Business Logic Systems Ltd shall not be liable for any expenses, costs or damage that may result from the use of the information contained within this document. The information contained herein is subject to change without notice.

InTelestage is a trademark of Business Logic Systems Ltd. All the other brands and their products are trademarks or registered trademarks of their respective holders.