

Create a new, real-time sales channel



Business Logic Systems enables global mobile network operators to activate the base and increase top-ups by enabling real-time, two-way communication triggered by actual subscriber 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 subscriber behaviour, due to lengthy batch processing of subscriber data. Business Logic Systems reduces the inherent latency in this process from days or weeks to just a few seconds.

InTelestage™ Real-Time Marketing Manager is a real-time campaign management tool that empowers mobile operators to proactively manage their prepaid base and react to subscriber needs in real-time. Personal and timely communication makes each subscriber feel valued as an individual, building long-term relationships that drive up recharge revenues and stimulate service usage.

Respond to subscriber events within seconds

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

The unique real-time prepaid marketing engine recognises relevant subscriber events, such as top-ups, account activation, GPRS activation and Ring Back Tone activation, as they happen and triggers an immediate response – within just a few seconds.

- Automate trigger based campaigns and instant responses – in the form of a thank you message, reward or incentive - directly after subscribers perform an action.
- Design campaigns that stimulate top-ups and the use of Value Added Services by offering inexpensive rewards.
- Increase campaign opt-in rates with well-timed and targeted communication
- Automate the allocation and delivery of rewards.

Two-way Real-Time Communication

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

Key Features

- Triggers an immediate response to subscriber events such as top-ups, GPRS or RBT activation.
- Aim campaigns at entire prepaid subscriber base, limit the offer to a specific tariff plan or to a list of selected subscribers.
- Run multiple campaigns concurrently.
- When combined with InTelestage Relationship Manager, it provides subscribers 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.
- Reward subscribers based on the value of top-ups in real-time.
- Automated allocation and distribution of rewards directly to subscriber accounts in real-time.
- Features translate best when used with InTelestage Lucky Draw or Real-time Campaign Management solutions.
- Integrates easily with third party CRM and campaign management solutions, reducing inherent data latency from days or weeks to just a few seconds.

About Real-Time Marketing Manager

Real-Time Marketing Manager is the only end-to-end prepaid campaign lifecycle toolkit 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 End-to-End Prepaid Campaign Lifecycle Toolkit 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 end-to-end marketing processes to increase subscriber lifetime value.

When integrated with other modules from the InTelestage™ portfolio, Real-Time Marketing Manager empowers marketers to proactively manage their prepaid base and run fully-automated two-way subscriber campaigns in real-time that activate the base, stimulate top-ups and usage and reward loyalty.

The Next Step

To find out more please contact our marketing team at info@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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The registered office is 3B North Mill, Bridgefoot, Belper, Derbyshire, DE56 1YD.

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