

Two-way, fully-automated campaigns in real-time



Business Logic Systems enables global mobile network operators to proactively manage their large prepaid subscriber bases in real-time, via two-way automated campaigns that activate the base, increase frequency and value of top-ups and reward loyalty

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 subscriber needs; and they need to offer a choice of communication channels to the subscriber.

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

Two-way dialogue

InTelestage™ Relationship Manager enables an automated two-way dialogue across multiple communications channels:

- Single view of subscriber activity across all channels.
- Synchronous and asynchronous transmission for SMS channel.
- Manage contact policies for SMS, MMS and email.

Unique opt-in/opt-out facility

InTelestage™ Relationship Manager's unique subscriber opt-in/opt-out facility produces dramatic increases in campaign success rates:

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

Trigger-based campaigns

When combined with InTelestage™ Marketing Manager, Real-Time Marketing Manager and Reward Manager modules, Relationship Manager enables operators to run fully-automated campaigns, triggered by subscriber actions to reward and incentivise profitable behaviour real-time or 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 server.
- Synchronous and asynchronous transmission for SMS channel, dependant on SMSC settings.
- Campaign messages can be delivered to subscribers via SMS/MMS or email using pre-defined, branded templates, to ensure consistency of communication.
- Multiple language options.
- Manage contact policies for SMS, MMS and email.
- Communications can be triggered automatically by subscriber behaviour, based upon complex response scenarios.
- Decision-making tree allows marketers to build campaign flow for multi-stage campaigns.

About Relationship Manager

Relationship Manager is part of InTelestage™, the only End-to-End Prepaid Campaign Lifecycle Toolkit 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 subscriber database.

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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