

InTelestage™ Lucky Draw is a modular solution that integrates easily with billing platforms, CRM applications and call centre tools to fill capability gaps and complement existing IT investments.

Core InTelestage™ Modules:

- **Knowledge Base** integrates customer usage data with campaign data to create a dynamic marketing data mart specifically designed for the telecom industry. It is capable of handling hundreds of millions of call records per day, in near real-time.
- **Campaign Reporter** is a campaign monitoring and reporting tool that enables fast, effective decision-making by providing comprehensive information and intelligence at every stage of a campaign.
- **Real-Time Marketing Manager** is a powerful real-time campaign management tool that enables marketing teams within mobile operators to increase market responsiveness by running fully-automated marketing campaigns, based on real-time customer behaviour, from the desktop.
- **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.
- **Loyalty Points Manager** is a loyalty system that enables mobile operators to create relevant, personalised and fully-automated points-based loyalty programmes, tailored to the needs of multiple customer segments.
- **Lucky Draw** is an incentive-based campaign tool that allows operators to run fully-automated prize draw promotions.

Optional InTelestage™ Modules:

- **Reward Manager** is a marketing campaign tool that allows marketers to run incentive-based campaigns that automatically reward customers with enabled network services when pre-set criteria are met.
- **Marketing Manager** is a powerful campaign management tool that enables mobile operators' marketing teams to run fully-automated targeted interactive marketing campaigns from the desktop.
- **Profiler** is a sophisticated customer segmentation and dynamic profiling tool that enables mobile operators to automate targeted marketing campaigns aimed at specific customer micro segments.
- **CSR Interface & CSR API Toolkit** enables call centre agents to access subscribers' campaign history directly from the desktop.

Business Logic Systems is a global company focused on delivering innovative customer intelligence, marketing automation and customer loyalty solutions that help mobile network operators unlock the value of real-time customer data. To find out more please contact our marketing team at info@businesslogic.co.uk.

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.

Winning pre-pay communities with big prize promotions



Business Logic Systems helps global mobile network operators unlock the value of real-time customer data to increase market responsiveness and adopt customer-centric approaches to marketing activity. InTelestage™ Lucky Draw allows marketing departments to increase the lifetime value of pre-pay customers by prompting and rewarding profitable behaviours.

Business Logic Systems' Lucky Draw Solution helps mobile operators increase pre-pay revenues and create profitable user communities with fully-automated prize draw campaigns that reward desirable behaviours.

Engage with pre-pay customers

- Engage pre-pay customers with a fully-automated incentive programme built around the aspirations of a user community.

Increase recharges and revenues

- Improve customer retention by creating a two-way, personalised dialogue that automatically prompts and rewards profitable behaviours.

Maximise marketing spend

- Boost campaign response rates by inviting customers to opt-in via the handset; increase the lifetime value of pre-paid customers through positive customer interactions.

Lucky Draw Solution

In today's saturated market, mobile network operators need to shift the focus from customer acquisition to retention. However, in the pre-paid market, lack of customer data makes it extremely difficult to engage subscribers with targeted marketing campaigns, resulting in wasted resources, lost revenues and high customer churn.

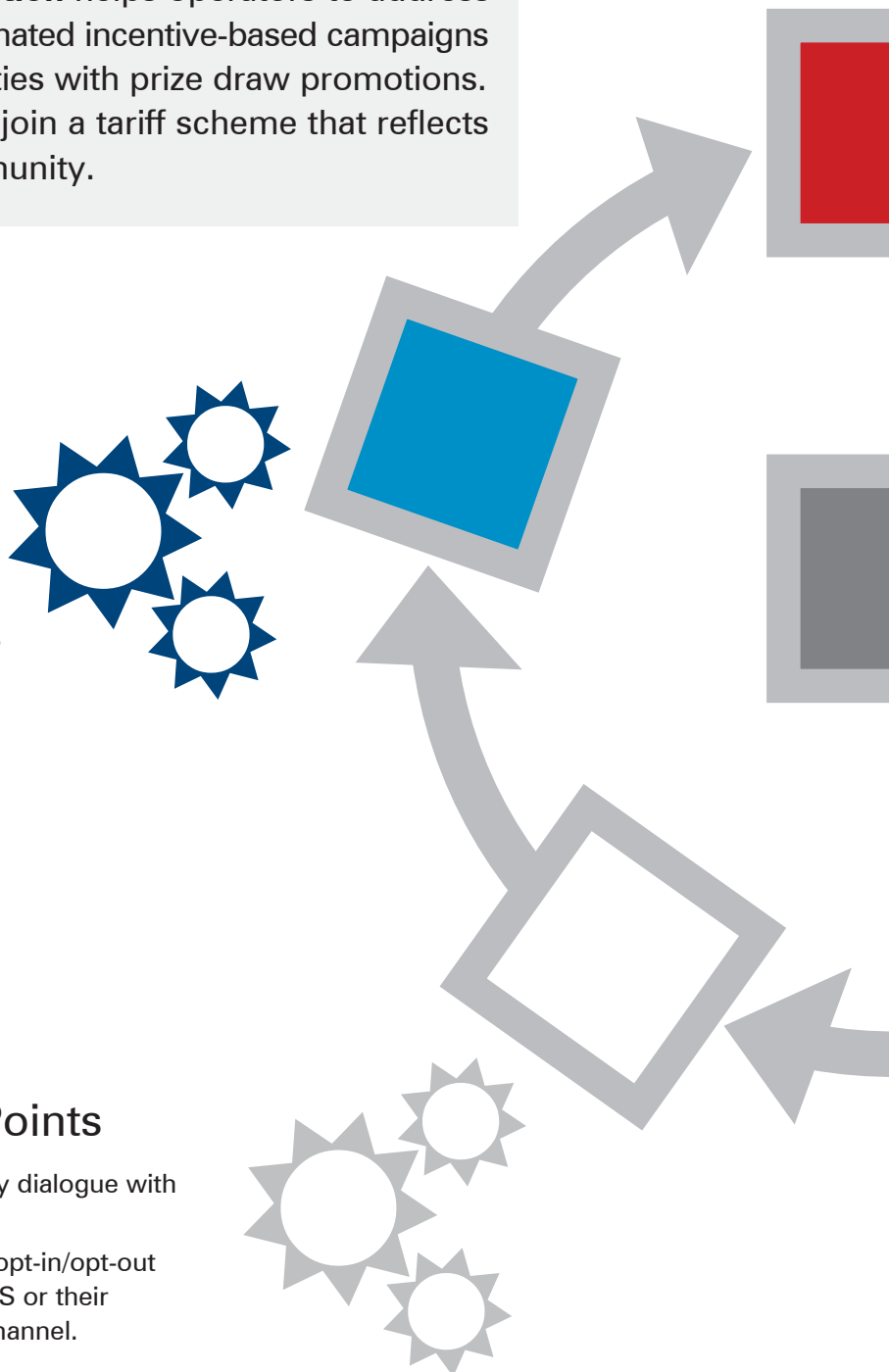
The InTelestage™ Lucky Draw solution helps operators to address this challenge by creating fully-automated incentive-based campaigns that target profitable user communities with prize draw promotions. Operators can invite subscribers to join a tariff scheme that reflects the shared interests of a user community.

Reward Fulfilment

- Operators can offer a high value prize or prizes that reflect the aspirations of a user community.
- Customers can be rewarded for a wide range of profitable behaviours including campaign opt-in, recharges, new service activation and service usage.
- As subscribers earn more reward points, entries into the lucky draw are generated automatically, increasing their chances of winning the big prize.

Customer Touch Points

- Uniquely facilitates a two-way dialogue with individual subscribers.
- Provides customers with an opt-in/opt-out facility for campaigns via SMS or their preferred communications channel.



The InTelestage™ Process for the Lucky Draw Solution

