



The first in a series, **Telekom Srbija** talks this month about the growth of its MMS services after launching Ericsson's Automatic Device Configuration. Experts at **Texperts** have the answer to everything, while **Terraplay** introduces innovating payment plans for multiplayer gaming. Finally, **Incentivated** helps charities take fundraising to the next level.

Please **feel free to share this information** with your customers and colleagues.

Best regards,  
[David Francisco](#)  
Editor

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#### **Customer satisfaction ensured**

**Following the introduction and expansion of its 3G and GPRS networks, Telekom Srbija chose to implement a solution for configuring mobile devices automatically. The result has been more satisfied customers and a boost in data traffic.**

When Telekom Srbija expanded its GPRS network, the number of GPRS phones using it increased, as did the number of calls for configuration support. In Serbia, it is very popular to upgrade your mobile phone two or three times a year.

Miloš Selić, head of Customer Care at [Telekom Srbija](#), says that his call center operators were wasting too



much time dictating the different GPRS settings, with some calls lasting more than 20 minutes.

Offloading customer care and encouraging the use of premium services were two of the reasons behind Telekom Srbija's decision to introduce a solution for automatically configuring new devices on its network.

In February 2006, [Ericsson](#) implemented Automatic Device Configuration (ADC), which automatically senses the need to send the configuration settings to a new phone, enabling it to use data services such as WAP browsing and MMS.

ADC has sent nearly 10 million new configuration settings and 3 million welcome messages since the service began operating.

The results were immediate – before ADC Telekom Srbija's Customer Care could only respond to about 45 percent of incoming calls. After ADC, call agents spent less time with configuration requests and were able to respond to more than 80 percent of all calls. Today, that figure is closer to 95 percent.

“In Serbia, mobile customers want to get their phone with all the settings already set up, so main benefit of ADC for our subscribers is customer satisfaction,” Selić says.



With the burden of configuration support significantly decreased, operators are also able to spend more time on sales-oriented calls.

“We have experienced great growth in both GPRS and MMS traffic as well,” he says. When ADC was installed in January 2006, a maximum of 9000 MMS messages were sent per day. Since then, MMS traffic has increased significantly – around 30 percent every three months. In August 2007, 54,467 MMS messages were sent during a single day.

Ericsson has data from other operations that indicates even stronger growth – upwards of 700-800 percent increase in MMS traffic over eight months.

Telekom Srbija was the first operator in Serbia to [launch 3G services](#). In addition to supporting GPRS, ADC is also being used by the operator to configure 3G devices. With about 5 million customers, Telekom Srbija is the largest telecom service provider in the country.

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## An expert answer to everything - via SMS

**UK-based Texperts provides SMS-based “mobile find” services allowing users to text any question to a pool of experts and receive an answer back within minutes.**

Originally launched in August 2003 as 82ASK, [Texperts](#) is a 24/7 answering service manned by a team of expert researchers who now receive thousands of texts per day.



By using the short code 66000, UK mobile users are able to get a precise answer to just about any question. The fee of approximately USD 2 per inquiry shows up directly on the user's monthly statement, and there is no charge if an answer cannot be found.

Thomas Roberts, chief product officer at Texperts, says: “People don't want to waste time looking for low-quality answers.” This is why the company has employed about 200 expert researchers who provide specific, relevant answers and links straight back to the user's mobile phone.

“Our ‘Texperts’ aim to provide specific answers to questions, rather than a range of possibilities,” he says.



Anyone using a UK number anywhere in the world (except Japan and the Koreas) can use the service. Texperts can even help translate foreign-language menus and find the number of the nearest local taxi company.

The use of local mobile search services is growing. UK-based local search specialist, [m-spatial](#), says their studies show a 100 percent increase in searches for information such as local traffic updates, maps and local businesses.

Roberts says that approximately one third of all requests concern trivia (who won the Grand National in 1976?) while a similar amount are "convenience" requests (where do I find this or that?). The remainder are inquiries aimed at helping people plan their lives more efficiently (what time does this train or that bus arrive or depart?).

Roberts believes that "mobile find" services will soon eclipse the current UK directory inquiries market.

The consistently strong volume of mobile messages and the increased interest in mobile search services are two reasons why Texperts has been able to grow by 20 percent per month with little or no marketing spending. Industry veteran Paul Rupert reports on his blog, [Mobile Messaging 2.0](#), that each year 2.1 billion mobile users send 3 trillion SMS messages.

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## In-game billing and pay-per-play boost gaming

**Multiplayer and connected gaming is becoming increasingly popular and much of that is because of an innovative in-game billing plan, which is enabling new pricing models such as subscription, rental and pay-per-play.**

[Terraplay](#) in Sweden has become well known for mobile gaming and has found that that in-game billing is especially lucrative.



Sven Hålling, Terraplay's CEO, says that a large share of the mobile subscribers in Terraplay's target audience are on prepaid plans, and the average prepaid customer has just a few Euros on the prepaid account.

"So we are shutting out a large number of potential users, because they can't buy a game for Euro 5, even if they wanted to. But if we change payment models to a free download, and then ask the user to pay smaller amounts every week or every time they play, then we open up a new market that could previously not buy games. Also, if a user is disappointed by one game, he / she has not lost that much and will try another one instead. We will change consumption patterns, and we will get more satisfied users that play more and, in the end, make more than just the occasional 5 Euro purchase," he says.



A recent survey issued by market intelligence firm iSuppli, and cited in the newsletter FierceMobileContent, forecasts [the number of mobile gamers will reach a global total averaging 134 million users per month by 2010](#), more than tripling the 38 million average measured in 2005.

Hålling says that his company has been able to introduce new and innovative flexible billing models providing a community game zone using the Terraplay Global Gaming Network. "This should make it easy for our content providers as they only need to adapt their games once. We hope that many other operators will join as soon as possible to grow the gamer base even further," he says.

Terraplay is known for its Global Gaming Network, which is built on the MOVE technology platform. The platform can be easily adopted by developers, game publishers and operators. It includes support for in-game billing, multiplayer, games communities, and content shop / download. Terraplay runs complete games community sites for mobile operators and delivers advanced gaming middleware to publishers to help them create greater connected experiences such as multiplayer, competitions and buddy lists.

In 2006 Terraplay won the ME award for ["Best Games Service Provider"](#) and has been nominated again in 2007.



Terraplay works with most of the leading games publishers, including Glu, Hands On Mobile, Player X, THQ, Oberon, I-play, Digital Chocolate and others. It also works with some of the biggest operators, including T-Mobile, 3UK and South Korea Telecom.

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## Mobile activism gains ground

**Mobile services are increasingly becoming an important part of civic engagement. Political parties and non-governmental and charitable organizations are all embracing mobile technology as a way of reaching broader audiences.**



The use of mobile technology in society is a unique and powerful opportunity for organizations that rely on civic engagement and grassroots activism. [The City of London](#) recently used a text-based call-to-action to advertise an Indian heritage celebration while SMS usage increased 40 percent as a result of activist campaigning during the [2004 national elections in Spain](#).

Mobile fundraising is also an invaluable method for charitable organizations to reach out to their members and donors. UK-based [Incentivated](#) has helped several not-for-profit organizations use mobile phone technology to solicit and collect charitable donations.

Jonathan Bass, managing director at Incentivated, says mobile services are a superb way to get an initial conversation going in civic-minded campaigns. “It brings in spur-of-the-moment donations when people are in a giving mindset,” he says.



Most recently, the company helped [The Children's Society](#) in the UK raise about USD 10,000 during a one-day concert for disadvantaged and at-risk children. Of the 10,000 people who attended the concert, which included a performance by rock-legend Iggy Pop, 1,200 fans chose to donate money by sending premium-rate text messages.

In total, 1,600 SMS donations of USD 6 were made during the campaign – an average of 1.3 donations per participant.

According to the not-for-profit Creative Commons, the most successful mobile fundraising event to date was the July 2007 Live 8 concert in London, England. During that event approximately 2.1 million text messages were sent raising USD 5.4 million for Live 8-related projects.

Bass says that the more common way civic-minded organizations use mobile services is to complement ongoing campaigns. For example, the Labour Party in the UK has purchased a short code via which donors can make contributions using SMS at any time.

Bass says that many charities have seen that the medium works but will not put their marketing resources behind it until operators' fees come down. “Mobile networks are starting to understand that they can't treat donations as they do other content,” he says.

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In 2004, after the Asian tsunami, operators in the UK made an exception and collectively waived the fees for premium SMS. During that campaign, more than USD 2 million was donated via SMS in the UK alone.

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## **LATEST HITS ON THE TOP SERVICES CHART**

**Ericsson Mobility World keeps you up to date with great mobile services by continually hunting for those that generate revenue for operators. For more examples, see previous issues of this newsletter or check out at [Mark's Corner](#) of the Global Radar.**

### **MyQuran.mobi takes you higher**

[MyQuran](#) is the first streaming on-demand version of Islam's sacred scriptures. The service was developed by Dub Tools in cooperation with Ericsson, the Swedish Trade Council, and The Islamic Society in Sweden, as well as management consultants and translation specialists.

The subscriptions-based service provides audio versions of the Quran, images, ringtones and recommendations. Fifty percent of the revenues from MyQuran will be directed to The Islamic Council in Sweden for social projects and integration services.

### **Reliance data revenues – 75 percent are non-SMS**

In Q2 2007, 75.4 percent of Indian operator Reliance Communications' data revenues came from services other than SMS, according to [Informa's World Cellular Data Metrics](#). The figure was the highest recorded by any of the 74 operators tracked for this metric, with Korean KTF coming a close second with more than 70 percent data revenue coming from non-SMS services. SMS tariffs are low compared with data services, so SMS revenues are relatively low.

[The Reliance Mobile World \(Rworld\)](#) mobile portal has been reported on previously in the KAM newsletter. New content is readily available under the "Hot 'N' New" link at the top of the home page, and the operator has made multimedia-ready terminals available through its sales outlets.

### **T-Mobile's web'n'walk gets a makeover**

<http://www.mobile-ent.biz/news/29151/Makeover-for-web-n-walk>

Subscribers to the flat-rate mobile internet offering can now personalize their home page with a range of services such as Amazon, eBay, Google, Windows Live and Yahoo. The site also gives one-click access to e-mail, news tickers and other websites.

T-Mobile is launching the new offering in Germany, the UK and Austria, and will expand to other T-Mobile markets in the future. The company says it will continue to improve its personalisation services over the coming months, with social networking

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sites and blogging services in the pipeline. T-Mobile UK has found that eight of the top 20 sites accessed on web'n'walk are social networking sites.

Since the web'n'walk service was launched in Q3 2005, more than 1.5 million customers have signed up in Germany and more than 1 million in the UK.

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