



## Sector/Product Guide (Telecom & Utility)

**Incentivated is a leader in Mobile Customer Service and Mobile Marketing solutions within the Telecom & Utility sectors.**

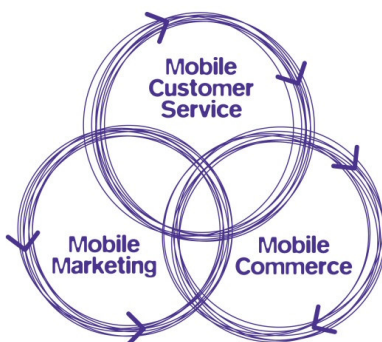
### Sector Knowledge

Incentivated's understanding of the Telecom & Utility sectors is derived from our directors' previous experience in companies such as Vodafone and Marconi and as consultants to oil & gas firms, business process outsourcing companies and national regulators.

### Areas of Application

Within Customer Service/CRM applications of the medium, clear and tangible results include cost reduction, increased participation and the improvement of performance with respect to regulatory targets.

Mobile Marketing has been shown to contribute to customer acquisition and therefore revenue generation by delivering higher response rates. In fact the Mobile Medium has one of the lowest cost per response measures of any media for sales and marketing activity.



### Example of Use in Utility Sector

#### Collection of Meter Readings

Incentivated has been collecting customer-generated utility meter readings on behalf of utility companies for over a year. When an operative is not able to read a meter, the need to generate an accurate estimated bill in some other way is twofold; regulatory and customer comfort.

Incentivated's meter-reading product handles a number of scenarios including; the operative leaves a card with details of how to submit a reading by Text Message or for the customer service team to send a Text Message asking for a reply, which would contain a meter-read. Dual fuel and multiple meter customers are handled alongside single fuel households.

These two uses have been shown to increase collection of meter reads by an average of 7%. A further 2% switched from another response mechanism and as a result the cost of acquisition of these reads fell by two thirds, to less than 50p.

Even better results have been obtained in the generation of readings for customers who are moving. In this case 52% of opted-in customers have been shown to reply to a Text Message asking for their opening or closing meter reading.

## Examples of Use in Telecom Sector

### 1. Faulty Handset Returns

A number of mobile phone retailers use Text Messaging to handle complicated procedures such as reminders for the return of equipment with minor faults.

With the addition of Location Based Services, the customer can be advised of their nearest appropriate outlet for drop-off of the faulty handset.

### 2. Porting of Mobile Numbers

When a customer attempts to move from one mobile network to another a 'porting' code is used to administer the change. These codes can be 'mail-merged' into individual Text Messages, along with an expiry date and sent to thousands of customers at the same time.

### 3. Revenue Protection

Mobile networks can be known to underpay retailers their commission due for new connections. This occurs because handsets might not be used immediately after leaving the shop. Using Incentivated's SIM Activation application, retailers can check each number and claim unpaid commission.

Even if the number remains unused while the handset sits under the Christmas tree, the return on investment from this product has resulted in retailers checking numbers again and again until they get paid. Compared with tasking a call centre to dial each number individually, Incentivated's solution is the sensible choice.

### 4. Revenue Generation

Incentivated's software and mobile network connections have, for over a year, been powering the 'top up to talk' products of two of the UK's leading Calling Card companies.

By utilising the mobile billing system (Premium SMS) these low cost telecom resellers have been retaining customers by allowing them to top-up without going back to a shop.

### 5. Sales & Marketing Tool

Both the telecom and utility sectors can utilise the power of Mobile Marketing as part of their sales & marketing activities. Apart from direct marketing, Incentivated's solutions include;

- *eBrochure Request*: enables customers to order, by Text Message, your electronic brochure for subsequent delivery by Email. This rich-media brochure is linked to your website and is fully customisable.

- *Ticket Request*: enables consumers to order tickets or other printed material, which will be posted to them, by sending a Text Message containing their house number and postcode. Our application 'iris' uses the Post Office database to convert the Text Message to a full address for fulfilment by your mailing house.

## Integration

Incentivated has five years of experience integrating our mobile data applications with clients' existing systems. This might be for CRM purposes, in order to generate a bill or to authorise a transaction. We provide a comprehensive Service Level Agreement and also 24/7 support, if required.

## Legislation

### 1. Opt-outs, Black- and Grey-Listing

Our products handle opt-outs in a manner consistent with the new legislation on Electronic Marketing. Depending on the solution, the black- or grey-listing of mobile numbers would be incorporated in our hosted solutions so that the client can concentrate on their core operations only. See separate 2-pager; Mobile Marketing Legislation for more information.

### 2. Reports and Delivery Receipts

Our products include full reporting so you can review messages sent/received and check individual network delivery receipts. Incentivated offers only direct connections to the UK networks, which means your Text Messages are guaranteed for instantaneous delivery. This also means that you comply with the 8<sup>th</sup> Principle of the Data Protection Act as personal data are kept within the UK/EU.



Incentivated Limited  
1 Love Lane, London, EC2V 7JN  
switchboard: 0845 130 3985 fax: 0845 230 3985  
info@incentivated.com  
www.incentivated.com