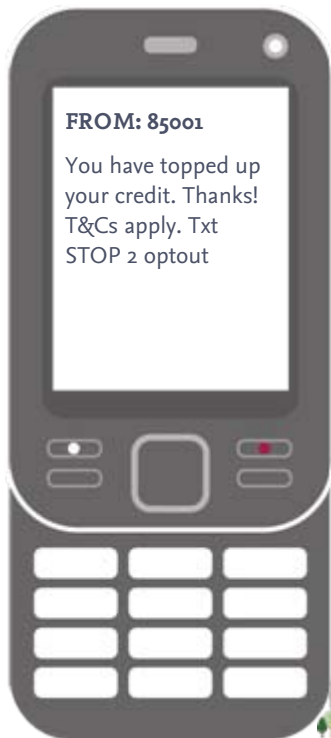


Carphone Warehouse improves top-up calling card service via mobile

Business need

To develop Carphone Warehouse topup2talk service to grow revenues and improve customer satisfaction. Give customers the ability to top-up their pre paid calling card via mobile phone and provide a virtual alternative to physical purchase of a top-up card.



The solution

The customer texts a keyword to a cross network shortcode to obtain credit.

The user sends in a single text message and is billed – on their mobile network account – an amount which has been published for that particular service.

Promotions can be offered as well. For example, a poster on London Underground invites the customer to text TUBE to 85001 for £8 worth of credit, which is charged at £5 (includes VAT and the mobile network operator's revenue share).



Functions

- Shortcodes
- Enterprise messaging
- mCommerce (PSMS)

