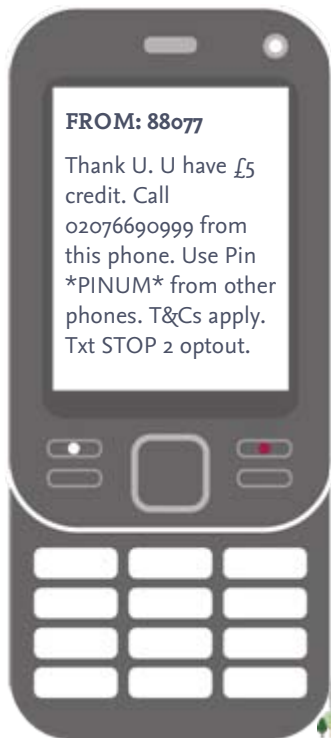# Mobile simplifies calling card top-up process

Business need

To develop Primus' Planet Talk Card to grow revenue and increase customer satisfaction.

To allow customers top up their Planet Talk calling card via their mobile phones.

FROM: 88077

Thank U. U have £5 credit. Call 02076690999 from this phone. Use Pin *PINUM* from other phones. T&Cs apply. Txt STOP 2 optout.

The solution

User sends text to 88077 to add £5 credit to their card or 88022 for £3.

A PSMS, for that amount, is sent back with the access phone number and account pin.

An automatic £5 top up is added to the account when the balance runs low and a PSMS is sent to the user to alert them.

If account is PAYG with less than £5 credit, £3 and £1.50 amounts are tried. The user can opt out of the service at any time.

Functions

- Calling card (top up)
- PSMS
- Alerts – SMS