

# Readers renew subscription via mobile

## Business need

To offer a fast and convenient way for readers to renew their subscription via Direct Debit or Credit Card.



**The  
Economist**

## The solution

An SMS message, as well as letters and emails, sent to existing subscribers alerting them to the fact that their subscription to The Economist is about to expire.

A link in the message and a 'WAP push' direct them to a WAPsite where a direct debit form can be filled out or credit card details submitted in order to complete the renewal.

## Functions

- Alerts
- Transaction

