

PRESS RELEASE

NSPCC selects Incentivated for SMS Helpline service support

(London, May 2011)

Incentivated is pleased to have been chosen by the NSPCC to help increase access to and use of its Helpline by mobile users, through a simple to use SMS interface. The service, which is integrated with the support centre, allows NSPCC Helpline counsellors to access and respond to messages received from members of the general public in close to real-time.

This means that adults concerned about, or seeking advice regarding, a child's welfare can contact the NSPCC Helpline by SMS.

This is a first for the Helpline and will help define the NSPCC's development of future mobile communications options.

The messages involved are by their very nature incredibly sensitive, requiring strong encryption and end-to-end data security. Incentivated was chosen partly because its platform is also used by a number of bank and other financial sector clients.

Commenting on the appointment, Alice Payne, Strategic Business Manager for NSPCC, said: "As mobile becomes more and more important to people's daily lives, it is critical that we offer them simple ways of getting in touch with NSPCC when they have concerns about a child. By providing text access through a simple, memorable, dedicated short code (88858) we hope to encourage more people to contact our Helpline whenever they have concerns about child abuse or neglect."

Jonathan Bass, Managing Director for Incentivated said: "It is an ongoing source of pride for Incentivated to be able to provide services such as this and our recent 'Letter from Santa' mobile site for the NSPCC. Delivering simple but effective mobile solutions that extend the availability for services like this are vital. It is easy to overlook simpler mobile tactics such as SMS, but texting is still one of the most important tools for a marketer to use to communicate with their customers and supporters and sits well alongside the mobile internet and apps".



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Notes to Editors

Due to the sensitivity of the information, all messages are encrypted and overall data security is maintained at all times.

The NSPCC is the UK's leading children's charity specialising in child protection. Our vision is to end cruelty to children in the UK and we make a difference for all children by standing up for their rights, listening to them, helping them when they need us and by making them safe. The NSPCC runs projects and services across the United Kingdom and Channel Islands, including ChildLine, the UK's free, confidential 24-hour helpline for children and young people and the NSPCC Helpline for adults concerned about the safety of a child. www.nspcc.org.uk

The NSPCC Helpline provides advice, information, and assistance to people who have concerns about a child. It can bring abused and neglected children to the attention of local children's services and act as a gateway to other local services for children and families.

Anyone contacting the Helpline can choose to remain anonymous, unless a child is at risk or immediate harm or danger.

The NSPCC was awarded a Government grant worth £11.2 million over the period 2011-2015 for continued investment in ChildLine and the NSPCC Helpline.

About Incentivated

Incentivated (www.incentivated.com) is an independent technology company with 10 years' experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services for mobile.

Our proprietary technology and specialist staff are well positioned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through to mobile internet sites, to server-side software or handset applications, including web-apps, for 'smartphones' and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service.