



## Strategic Technologies to Deliver Customer Care, Enhance Revenues and Optimize the User Experience

*Ellen Schwab, VP Sales & Business Development*

December 3, 2009

# The On-Device Self-Service Leader



Telespree is the leading provider of on-device automated self-service solutions for wireless service providers. Telespree delivers a broad range of self-service applications directly on the wireless device. These solutions lower customer care and distribution costs and deliver tools which maximize and enrich the customer experience.

## Deployment

- Commercially deployed with 12 wireless carriers

## Subscribers

- Over 9 million subscribers have used Telespree solutions on wireless devices (handsets, data cards, embedded notebooks, etc.)

## Applications

- Broad range of automated, on-device applications including service enrollment, activation, account management/self-care, profiling and mobile marketing serving both consumer and enterprise segments

## Problem

- Wireless Carriers spend 8% of ARPU on Customer Service!
- Wireless service is becoming increasingly competitive and carriers are looking for additional ways to retain customers

## Opportunity

- The Wireless Device is a Strategic Tool that can be used to automate operations, deliver specific and better customer experiences and drive revenues

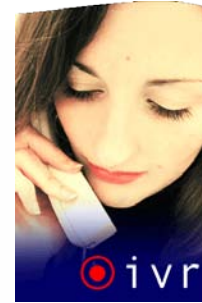
# Customer Care Evolution



Retail



Customer  
Care



IVR



Web



On-Device Self-Service

## Service Enrollment & Programming

- Instant Activation
- Service Enrollment
- Phone In A Box
- Card In A Box
- Reactivation
- Device Swaps
- Prepaid data
- Enterprise solutions

## Account Management / Self-Care

- Account Summary
- Check Balance
- Payment & Add Funds
- Automatic Bill Pay
- Rate Plan Changes
- Feature Additions
- Mobile Number Changes
- Gifting
- Store Locator
- FAQs
- Idle Screen Alerts

## Mobile Marketing

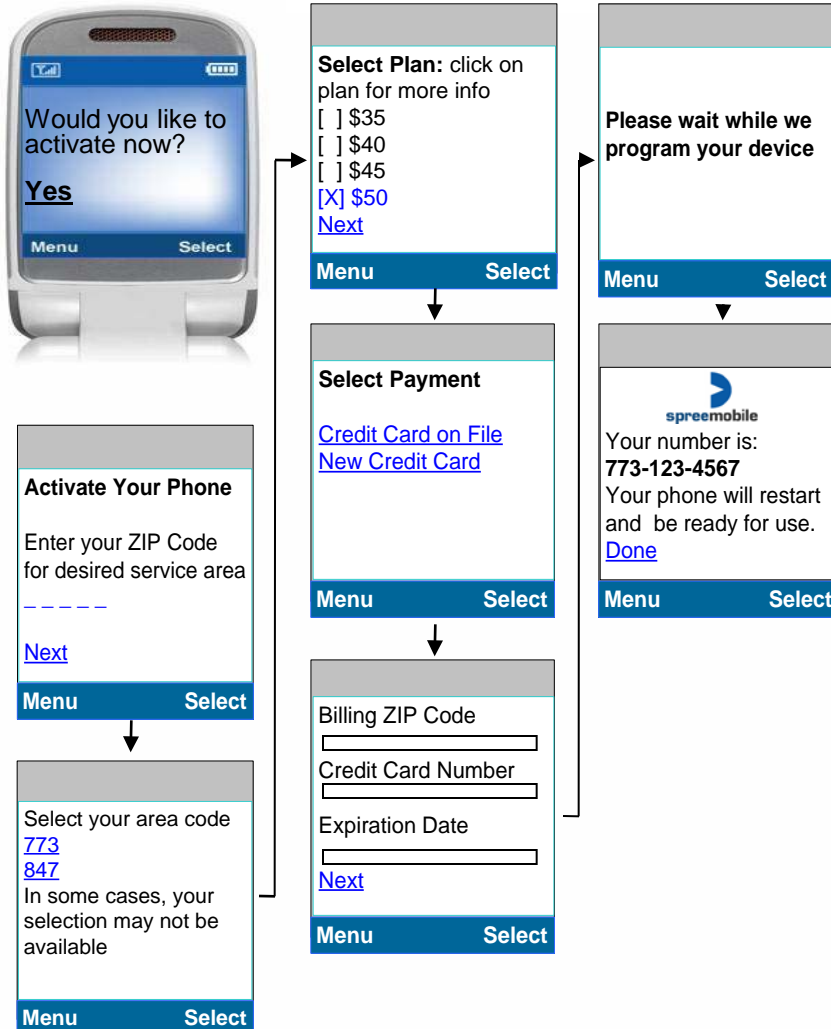
- Cross Promotion
- Advertising & Couponing
- Profiling and Surveys
- Loyalty Programs

### Network controlled client/server technology

- Solutions work on all wireless device types – data card, handsets, smart phones, etc.

# Activation & Self-Care

## Phone-In-A-Box



## Balance Check/Account Summary

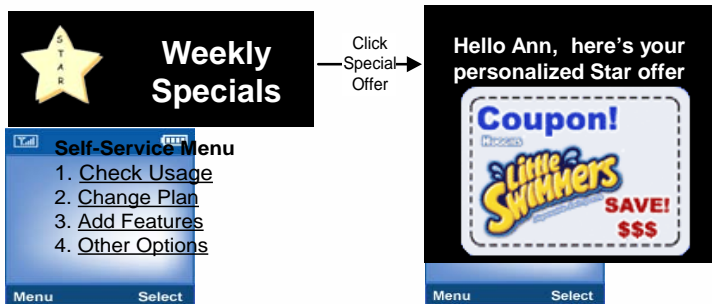


# Mobile Marketing: Retail Loyalty Program

## Loyalty Card Linked to Account at Activation



## Personalized Offers Sent Directly to Subscriber



- Retail channel information can be collected (i.e. frequent shopper card) and used to offer channel specific promotions, track loyalty programs, and subscriber usage
- Incentive programs can be linked to wireless usage (i.e. receive free minutes for shopping)
- Personalized retail coupons and promotions offered to loyalty program members on handset for redemption at store

We are interested in learning about you. What is your age?

under 18  
 18-24  
 25-34  
 35-50  
 over 50  
[Next](#)

Menu Select

What type of television programs do you watch?

sports  
 reality TV  
 sitcom  
 drama  
 news  
[Next](#)

Menu Select



## Customer Profiling

Capture valuable subscriber information (personal data, location, demographic and other) during Self-Care or enrollment applications.

### Special Offer

Watch unlimited Music, Sports, Comedy, Entertainment and other video clips. Buy a new feature and get 1 month of free On Demand Movies.

[Yes](#) [No](#)

Menu Select

### Available Features

Unlimited 411: \$3  
 Unlimited Int'l Text: \$5  
 Data Backup: \$2  
 Mobile Video: \$5  
Includes One Month On Demand Free Movies  
[Next](#)

Menu Select



## Cross-Promotion

Generate awareness, demand and a 24x7 sales channel for complementary products and promotions.



### Weekly Special

Your balance is \$45.00

- [PayBill](#)
- [Balance Transfer/Gift](#)
- [Add Features](#)
- [Done](#)

Menu Select

### Weekly Specials

Watch The Hills weekly episode on your phone for free when you purchase one music ringtone.

[Back](#) [Sign Up](#)

Menu Select



## Advertising and Couponing

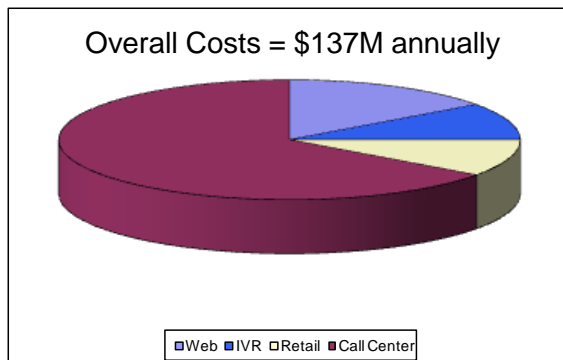
Serve up high quality, targeted ads and coupons based on a customer profile as well as segments including device, channel, location and other information.

# Self-Care Business Cost Reduction & Revenue Acceleration

## Cost Savings

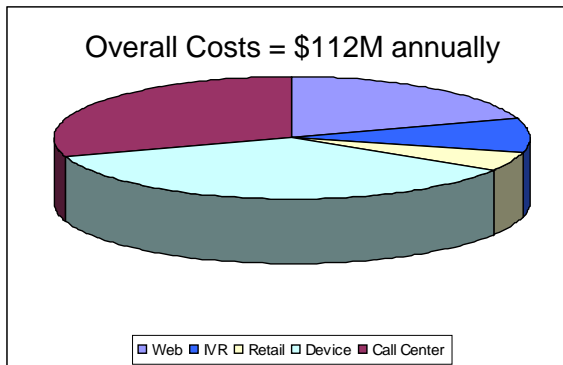
### Before On-device Self-care

Overall Costs = \$137M annually



### After On-device Self-care

Overall Costs = \$112M annually



18%  
Operating  
Cost  
Reduction

Assumptions: 5.7M subscribers, 4 calls/year, \$6/call, 20% off-load rate

## Revenue Acceleration

- **Upsell: Increased feature attach rate (10% uptake) ~ +\$18M annual rev**

Assumptions: 1M subs, 10% increased take rate, 1 year tenure, feature mthly ARPU = \$15  
 $1M \text{ subs} \times 10\% \times 12\text{mth} \times \$15 = \$1.8M$

- **Cross-Sell: Sell video service through device ~ +\$12M annual rev**

Assumptions: 1M subs, 5% increased take rate, 1 year tenure, mthly rate \$20  
 $1M \text{ subs} \times 5\% \times 12\text{mth} \times \$20 = \$12M$

*“Device-based self-service can result in both displacement of calls to customer care, as well as revenue-enhancing opportunities, such as promotion/up selling of services and the creation of loyalty programs and greater tie-ins to advertising.”*

*Mark Lowenstein, managing director of Mobile Ecosystem*