

Release : 10 April 06
SYDNEY (Australia)

Global telecommunication benchmark study to tackle new market conditions

In response to demand from the telecommunication industry, Emagine International today announced the launch of its 2006 International Customer Value Management benchmark study (ICVM 4.0).

ICVM 4.0 compares the relative Customer Lifetime Value of a participating company against that of its peers operating in a similarly competitive market*. Benchmarking key drivers in Customer Lifetime Value (revenue, acquisition, service, growth, retention) against Best Practice will deliver recommendations for companies to address issues of revenue growth, churn and customer profitability.

For the first time, in a market that drives wallet-share as much as market-share, operators will be able to compare Lifetime Value and its key drivers across multi-product customers (fixed, mobile, ISP, bundled), and by value.

A minimum of 30 international operators from Asia-Pacific, Europe and America will participate in the study, which will be offered on a subscription-basis via the secure online ICVM website (www.mcmullanpeters.com).

Participants will have access to regular updates, and will have the ability to download data and conduct their own analysis.

McMullan Peters, specialists in strategic consultancy and research, co-founded by Emagine International CEO, David Peters, and former partner for Peppers and Rogers Australia, Gerard McMullan, will drive the success of the latest ICVM study.

ICVM 4.0 has been designed for the increasingly competitive and crowded telecommunication market; one in which companies are required to constantly monitor competition and comparable players.

David Peters expects significant interest from the research:

“The demand for ICVM 4.0 is very positive. Companies are searching for benchmarking and best practice that places them on equal footing with their peers, giving them something they can point to and say, “This is working”. Typically, companies know the value of participating in this benchmark study because they’ve implemented past recommendation, in some cases reducing customer defection by over fifty percent and significantly increasing customer profitability,” Mr Peters said.

Sample questions answered by ICVM 4.0 will include:

1. Does bundling multiproducts work to reduce churn or stimulate ARPU?
2. Which ‘bundles’ are the most effective?
3. What is best practice in Customer Lifetime NPV per customer, in similarly competitive markets?
4. What is best practice in churn, in similarly competitive markets?
5. How does this company compare with best practice? What is the value of the gap?

* All reports are anonymous

Key Features of ICVM 4.0

Compare your company's Customer Lifetime Value to your peers operating in a similarly competitive market:

1. Multiple-product comparisons: fixed, mobile, ISP, bundled
2. Value tier comparisons: top 20%, middle 60%, bottom 20%
3. Focus on Customer Lifetime Value drivers: acquire, service, grow, retain
4. Global subscription-based study, submit data online via secure ICVM engine
5. Regular updates, continuous access to reports, conduct your own analysis

About Emagine

Emagine is a leader in Marketing to One™ solutions, using its own methodology and Emagine Closed-Loop Marketing solution. Emagine delivers outstanding results in increasing customer retention (case study: save rates consistently over 50%) and increasing customer profitability (case study: cross-sell revenue doubled) through Marketing to One™.

Emagine has conducted extensive surveys and published previous reports into best practice in the telecommunications industry and has incorporated findings into all its product offerings and best practice consultancy. ICVM 4.0 will be operated by Emagine subsidiary, McMullan Peters.

What is Marketing to One™?

Emagine believes to make the most of your marketing campaigns and significantly impact ROI, customer contact needs to be personal, relevant and timely:

1. Personal – based on your customer's individual behaviour and preferences
2. Relevant – targeted to their individual value or potential value
3. Timely – delivered at the right time via the right medium

Contact us for our latest White Paper on *Marketing to One™: How to maximise return on marketing investment*:

http://www.emagine-int.com/pdf/White_Paper_Maximising_Return_2005.pdf

For further information about ICVM 4.0 or for previous results contact:

Jackie Moor

T +61 2 8484 3555

E: icvm@emagine-int.com

W: www.emagine-int.com