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Emagine v6.0: The Next Generation of Telecommunications Customer Loyalty Systems

Emagine International announces the release of Emagine v6.0 - including many new features into its Customer Loyalty System as a result of client feedback, international best practice studies and a decision to focus on current issues and challenges facing the telecommunications industry.

Emagine's industry studies indicate that Prepay is the largest and fastest growing segment in mobile telecommunications. However, Customer Loyalty is nearly non-existent with churn rates as high as 60% pa for some operators.

Prepay Loyalty Programs are becoming vital to customer retention in Prepaid mobile markets.

Emagine v6.0 builds on the comprehensive Loyalty Program functionality available in previous versions, and provides a range of new features to specifically address Prepay Customer Loyalty for Telecommunications operators.

Ease of Integration is achieved through:

- Standard interfaces with the Prepay IN platform for the calculation and accumulation of loyalty credits based both *inbound and outbound* call detail records
- Real-time interface to the Prepay IN platform for redemption and allocation of loyalty credits directly to a customer's prepay account.
- Out-of-the-box customer interaction across all customer touch points, including standard interfaces to mobile channels - SMS, MMS and USSD - and traditional channels - web, IVRS, call centre, and print.

The intelligence and flexibility of the system has been greatly enhanced through the introduction of:

- Advanced trigger-based marketing functionality integrated directly into the loyalty platform, based on a rules-based engine deployed within the application
- Streamlined and improved personalisation of messages via all channels
- Real-time customer and behavioural analytics to determine and trigger churn propensity, next-best offer propensity, etc (an optional module)

Improved performance of the system through:

- Performance tuning and optimisation to cater for the high-volume real time environment in large telecommunications operators

With Emagine v6.0 a Telecommunications operator can now rapidly design and launch a Loyalty Program like:

1. Prepay Loyalty Credits:

- Customers receive 10 cents per minute credit for every call you *make and receive*
- Accumulate this credit over a period (say one month), and forfeit them unless customers recharge in the period
- Communicate this to customers using trigger-based contextual SMS, MMS, and USSD

2. Mobile 3G Data Loyalty Credits:

- Customers receive 10 cents credit for every megabyte of 3G data usage
- Accumulate this credit over a period (say one month), and forfeit them unless customers recharge in the period
- Communicate this to customers using trigger-based contextual SMS, MMS, and USSD and via mobile web (3G)

3. Other possible Loyalty Promotions could include:

- Double loyalty credits for all Roaming Calls
- Using credits or points for accumulation towards handset upgrades
- Double loyalty credits for international calls made from mobiles on Christmas day
- Credits based on usage of other services i.e SMS, MMS
- Stimulation of any other behaviour such as recharge amount and frequency

“The only real limitation here is the data we can get into the system, and the imagination of the marketing team” said Jackie Moor, Emagine’s Product Manager, “and the enhancements in this version solve the first problem... So the power and flexibility is in firmly the hands of the marketing team.”

“The result of these client and best practice driven enhancements is the most flexible and advanced loyalty system on the market” said David Peters, CEO Emagine, “at a time when Prepay Telecommunication’s operators desperately need to create real Customer Loyalty.”

About Emagine international

Emagine International provides the tools to deliver high impact Customer Loyalty Programs for Telecommunications companies. We enable our customers to drive revenue and profitability. The company has over 40 clients throughout the world.

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