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Emagine International, specialists in Customer Loyalty for Prepaid Mobile operators, opens European office based in UK.

Emagine International, specialist in Customer Loyalty solutions for Prepaid Mobile operators, has expanded its presence into Europe with the creation of a European Head Office and the appointment of VP Europe, David Bearne.

Mr Bearne has twenty years experience in systems, sales, operations, product support, consulting and enterprise software, and will initially head Emagine's operation based out of the UK. Formerly with the IBM Corporation, David has managed operations across Asia and the EU.

"The Asian Prepaid Mobile markets are some of the most competitive in the world, and we've experienced some great results, so it's great to be able to build on that success by opening our European office, especially with someone of Dave's experience leading the team," David Peters, Emagine's CEO, said today.

About Emagine

Emagine is a leader in Customer Loyalty Systems for Prepaid Mobile operators, with our unique Loyalty NOW!™ offering.

Emagine delivers outstanding results in increasing pre-paid customer loyalty (case study: churn rates decreased over 40%) and revenue stimulation (case study: recharge revenue increased by 40%+ and ARPU by 7%) through Loyalty NOW!™.

Global Research indicates:

- Loyalty Programs are vital to retention in the Prepaid Business
- Prepaid Customers are very amenable to Loyalty programs, which are often the only effective means of registering and getting to know the prepaid Customer
- A critical success factor is making rewards personal, relevant and timely for the customers
- Best Practice Prepaid Loyalty Programs are effective for
 - *Customer Retention and Churn*
 - *Customer Acquisition*
 - *Customer Development*
 - *Cost Reduction*

Loyalty NOW!™ from Emagine is designed around these concepts, and is pre-configured to allow Mobile operators using Loyalty NOW!™ to immediately launch eight preconfigured best practice Loyalty Programs for Prepaid Mobile operators.

In fact we constantly review the Prepaid Loyalty marketplace to update our system so that all our clients can rapidly launch the best Loyalty Programs in the market at any time.

For further information about Emagine and its solutions please contact our UK office:

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