

**Stimulating Prepay Recharge with  
Terminating Call Credits Program**

**Telstra - Emagine Implementation Overview**

# Emagine Customer Loyalty - Client Case Study

Telstra Australia



## Client Situation

Multi-product Leading operators

**Mobile, Phone, Internet.**

Operator in highly competitive prepay environment

**High level of competition**

- High number of operators and networks
- Promising new product offerings copied by the other operators
- MVNOs

**Customer base characteristics**

- Large % of prepay customer base has zero balance
- Need to stimulate recharge

Looking to create a recharge stimulation program to encourage regular recharge  
To “earn and burn” to avoid large liabilities of “points”

Loyalty for under \$10

Use terminating interconnect revenue to reward incoming call minutes

**Prepay Loyalty Program:**

“Earn 5 cents per minute for every call you receive”

# Telstra Pre-Paid Plus Call Credits Program



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Want to get **5c credit** for every full minute someone calls you?

Telstra Pre-Paid Plus gives you more.



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Activate your Pre-Paid Plus mobile here

### Want to get something for nothing?

Become a new customer<sup>1</sup> to Telstra Pre-Paid Plus and you can now get 5c credit every full minute<sup>2</sup> someone calls you from any type of phone in Australia. All you need to do is keep your Telstra Pre-Paid Plus account in credit, and you'll be able to earn up to \$50 a month in extra credit<sup>3</sup>.

When you take up Call Credits, you also get our new 1c per minute offer. Want to know more? [Click here](#).

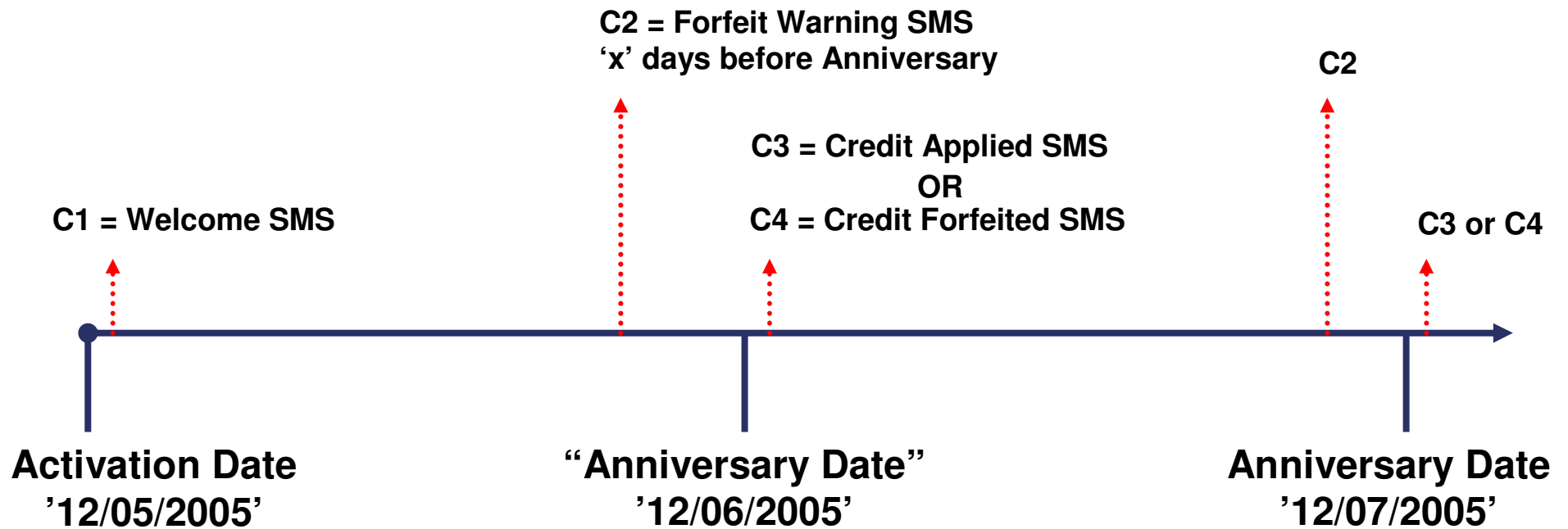


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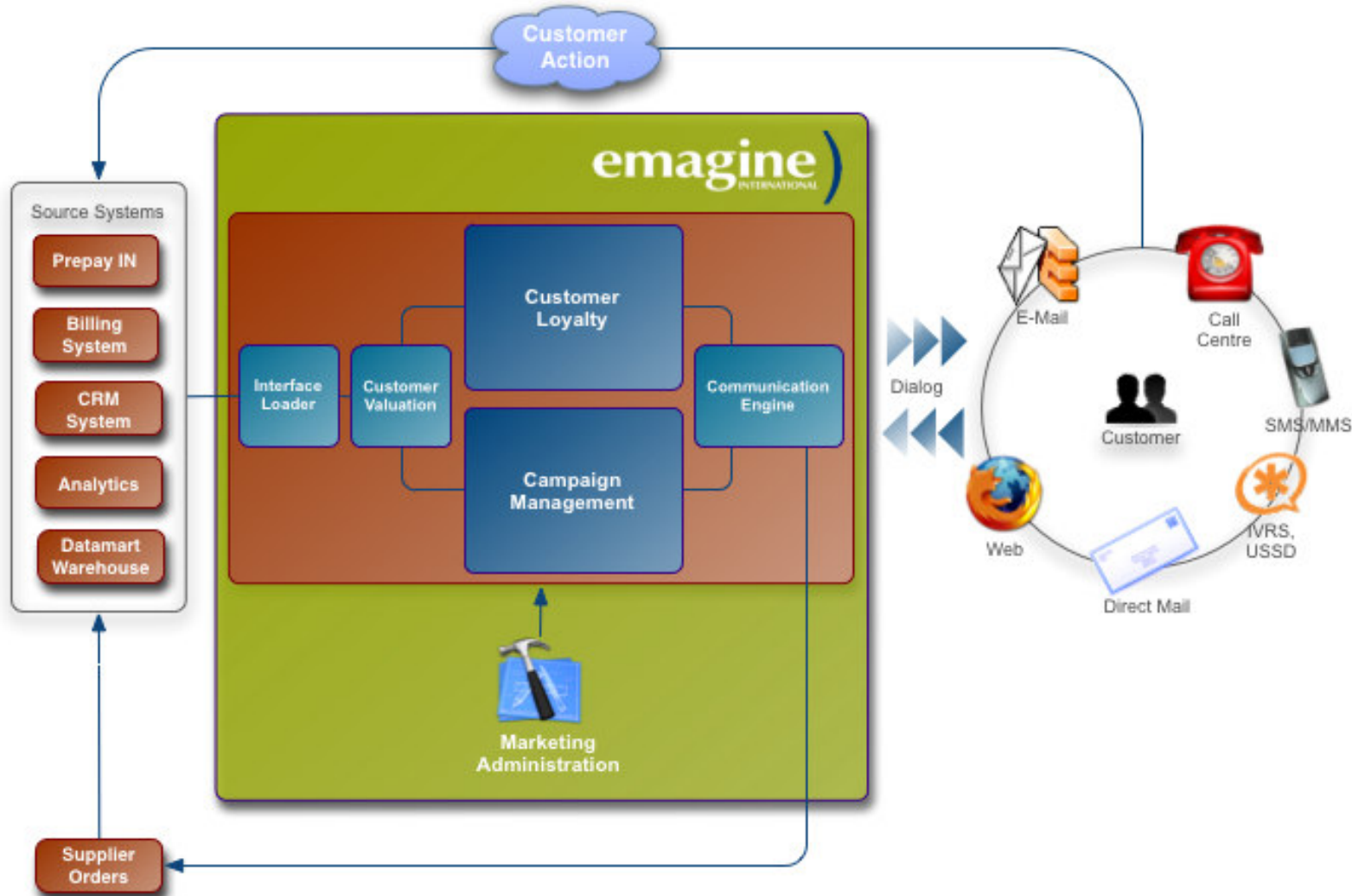


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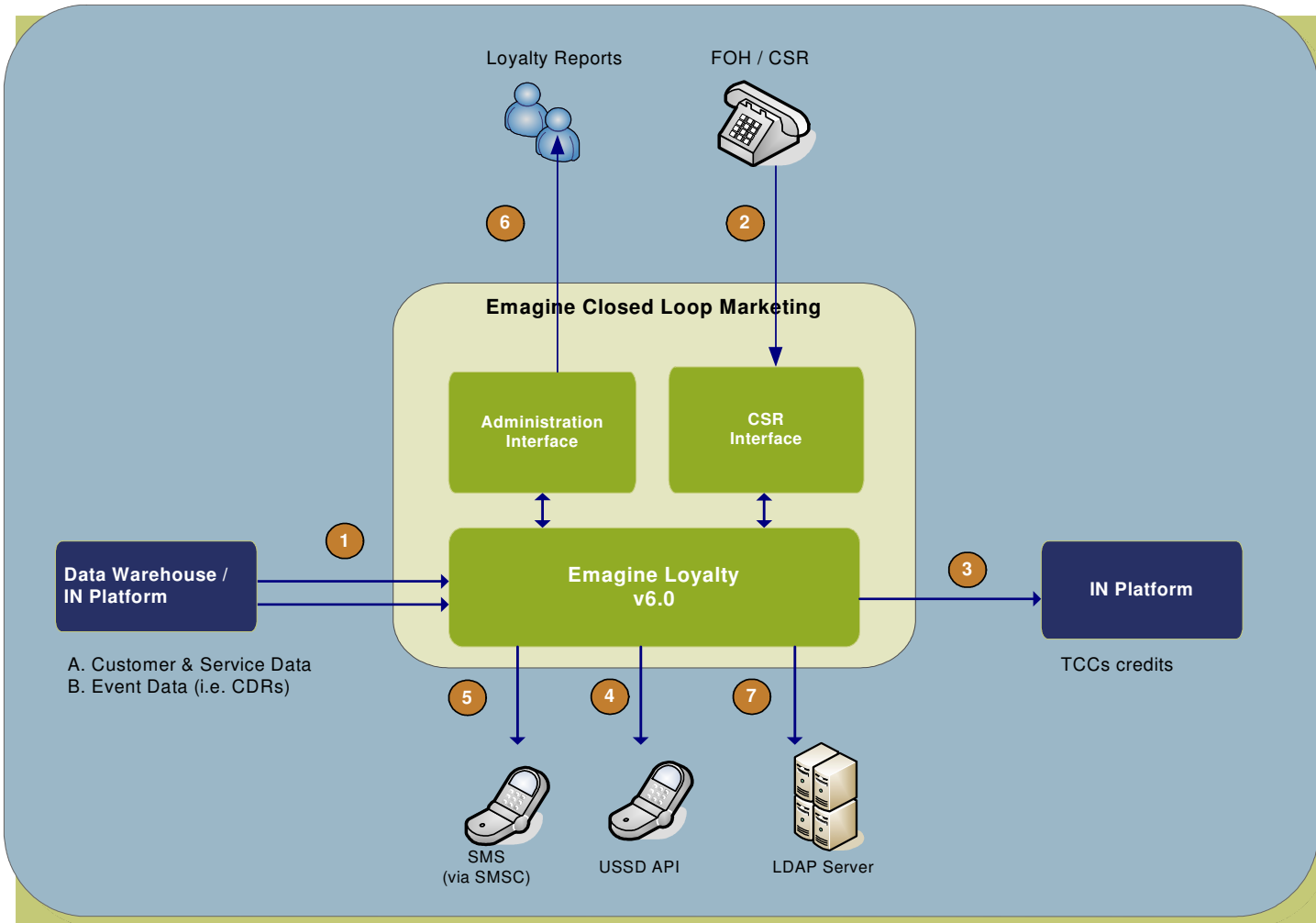
# Emagine automates the Customer Communication Lifecycle based on customer data Triggers



# Emagine Closed-Loop Marketing application is a intelligent trigger marketing and loyalty application



# At Telstra Emagine is integrated to manage the Prepay Call Credits program



## Emagine manages all aspects of the Call Credits Loyalty Program



- Create “**Call Credits**” Program, specifically for credit accumulation and distribution. Additionally create “**Non Loyalty**” Program, provide channel for marketing / communication to be distributed to non-loyalty members
- Define **Transaction Events** that will drive the accumulation of customers credits. Each event type (i.e. Mobile to Mobile – Provider, Mobile to Mobile – Non-Provider) can be rated to generate points based on program rules and margin of type of call.
- Define **Credit Reward** and rules to determine around when the credit will be applied to customers and any Credit Cap that should be applied.
- Define **Customer Communications** generated based on customer triggers. i.e. Monthly Forfeit Warning if recharge balance is below defined amount, Successfully credit redemption each month.
- Provide **Program Reporting** on a defined schedule. i.e. Accrued & Applied Call Credits, Program Opt-in and Opt-out, Services exceeding their Cap.

## Emagine automates Marketing to One using Customer lifecycle Triggers



<b>Customer Triggers</b>	<b>What will happen</b>
<b>1. Customer joins the Call Credits Loyalty Program (Opt-in)</b>	<b>An event will be triggered that will send an SMS to the customer welcoming them and advising them of their anniversary date.</b>
<b>2. Customers with a zero pre-paid balance will be advised they will lose their accumulated call credits if they do not recharge before their anniversary date</b>	<b>SMS will be sent 'x' days before the customers anniversary date to advise them to recharge.</b>
<b>3. Customer will redeem OR forfeit their accumulated call credits</b>	<b>If the customer has a positive prepaid balance their credit will be applied, if the customer has a zero prepaid balance their credit will be forfeited and an SMS sent.</b>
<b>4. Call credits successfully applied to the Billing System</b>	<b>Customer is sent an SMS to advise their credits have been applied to their prepaid balance.</b>

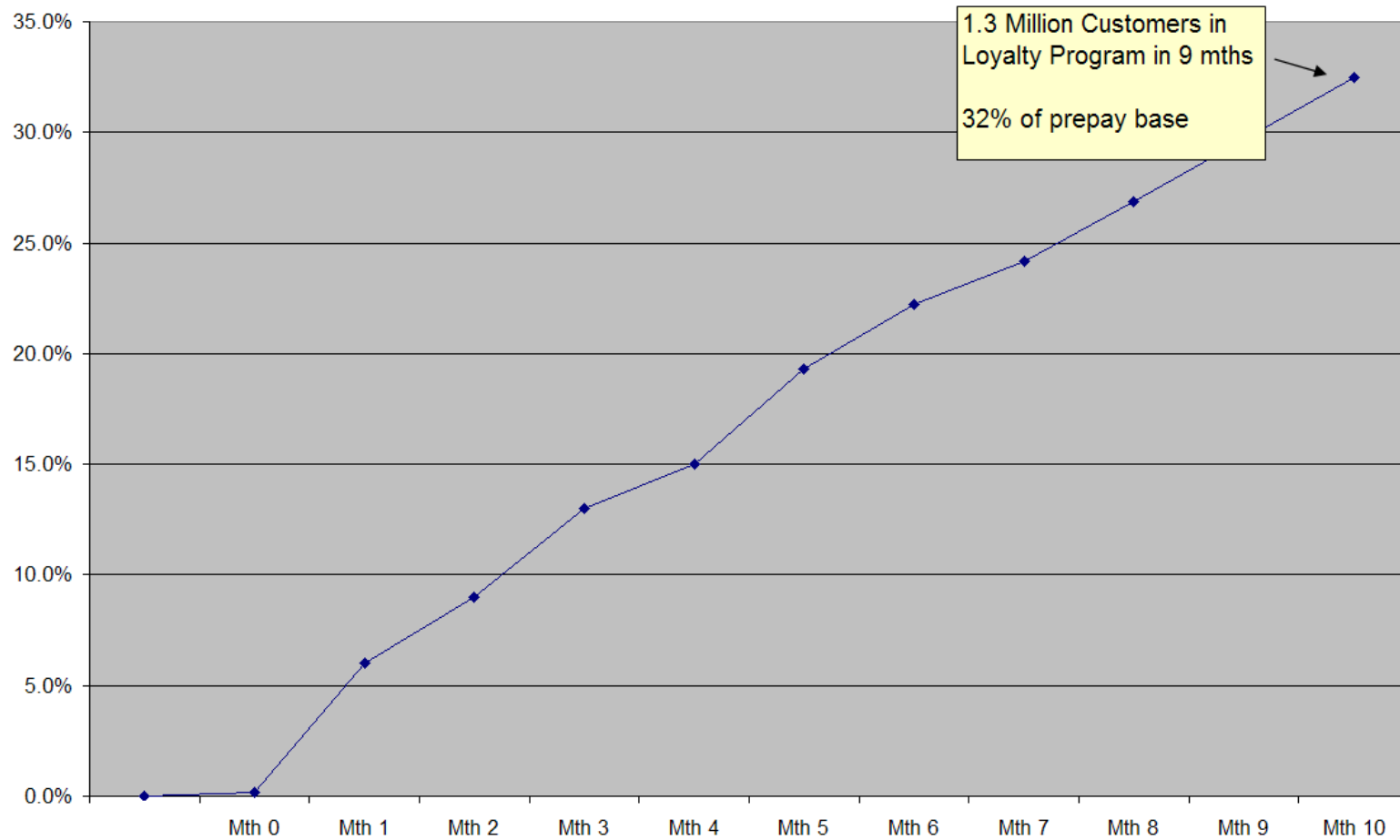
## Telstra

### Initial Analysis of TCC program impact

# Growth of Customers in TCC Loyalty Program



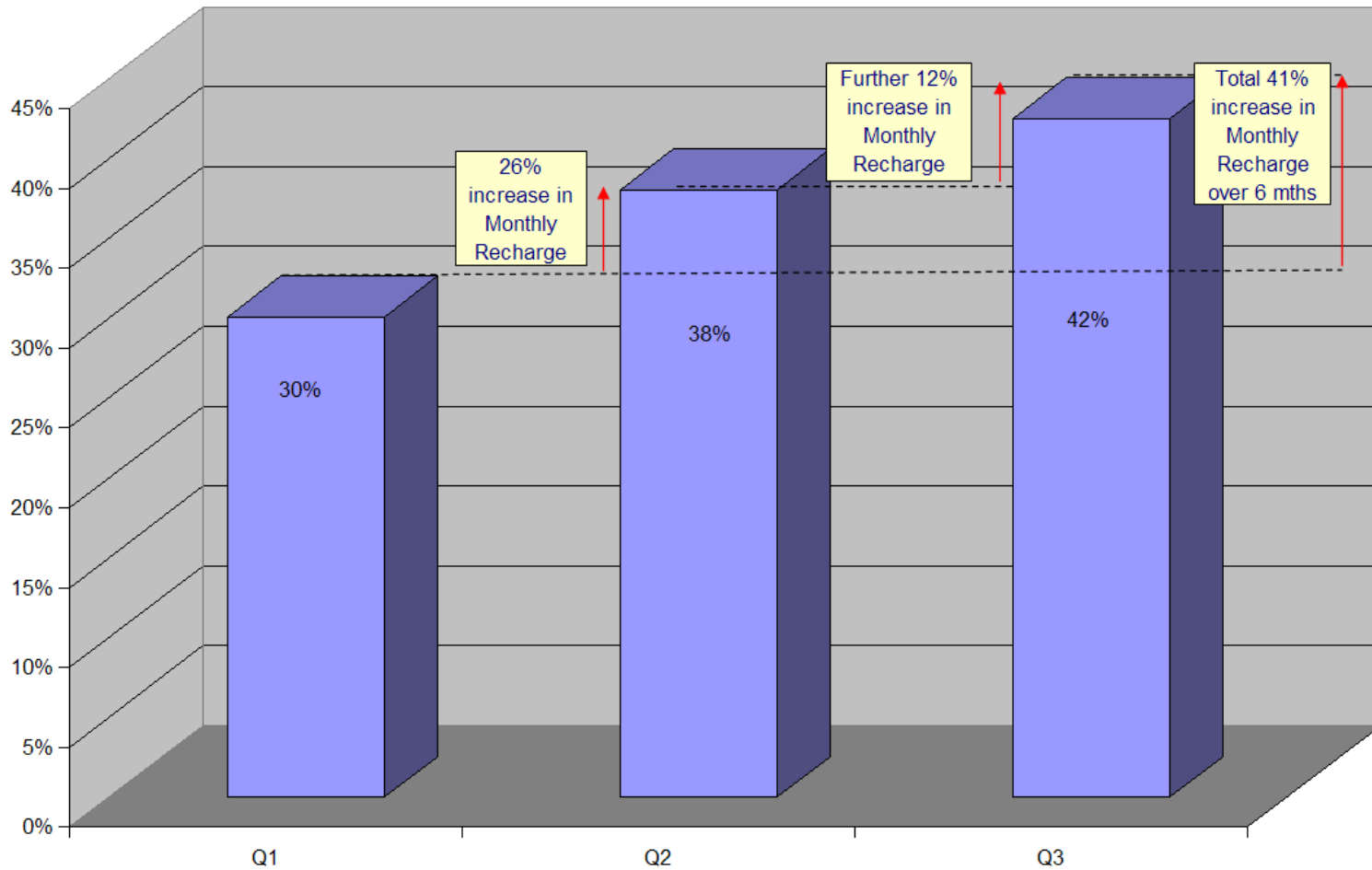
% of Customer Base who are Loyalty Customers



# Prepay TCC Loyalty Program Impacts



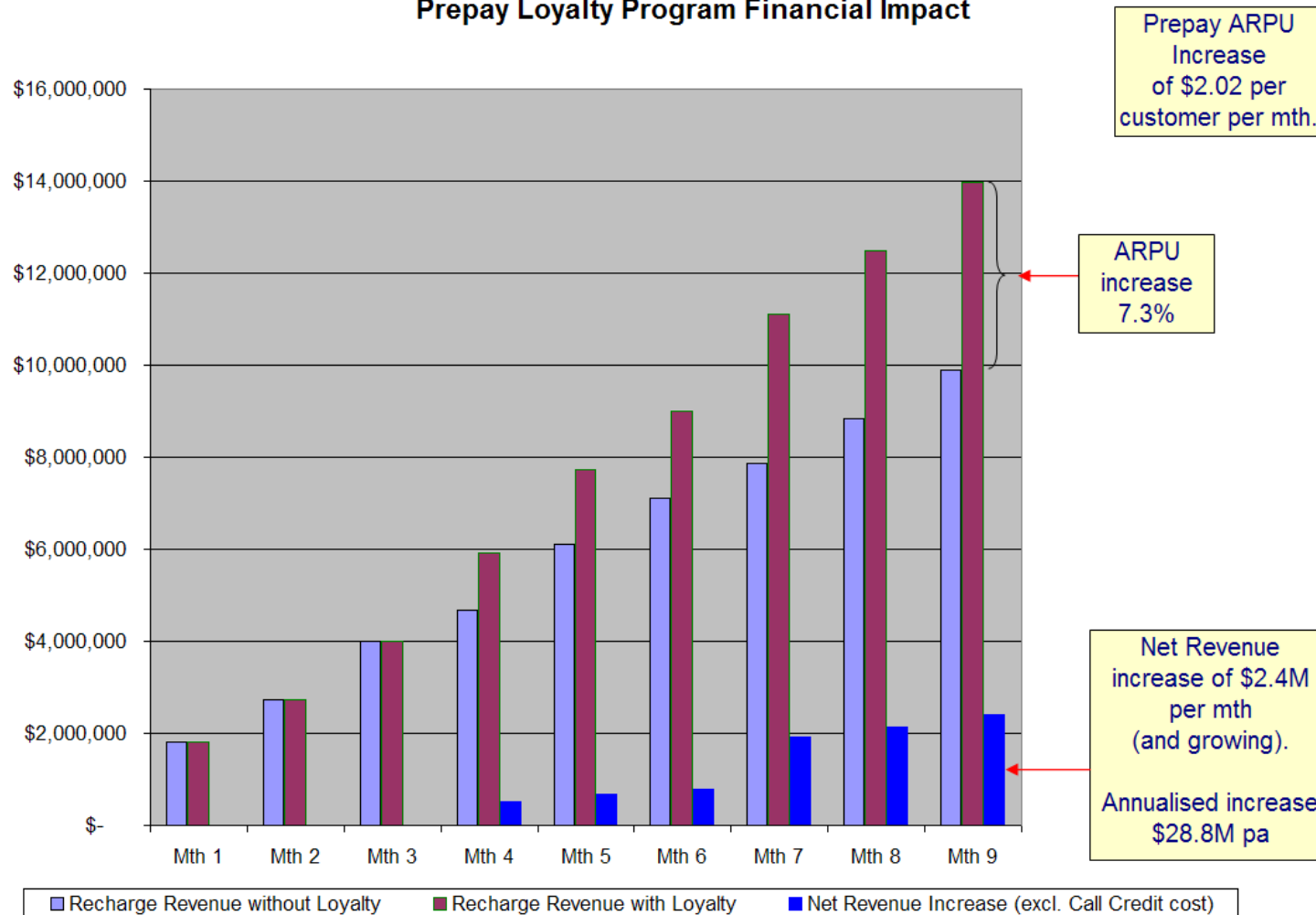
**% Customers in Prepay Loyalty Program with positive balance at end of month**



# Potential impact on ARPU



Prepay Loyalty Program Financial Impact



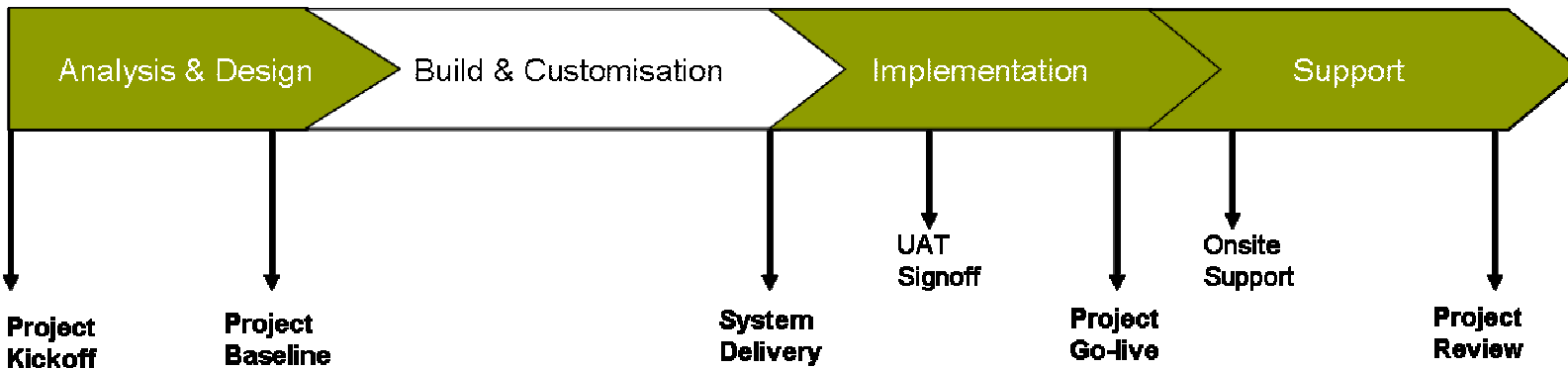
## What Next

# Project Timelines

Project is subject to 2 to 4 week Analysis & Design phase

## Standard Project Timelines

← 3 – 4 weeks →



# Project Overview

ROI-Driven CRM Implementation Methodology focusing on high-impact, quick wins to maximise payback and ROI.



Phase	Tasks	Deliverables
Analysis & Design	<ul style="list-style-type: none"> <li>On-site IT, Marketing &amp; Customer Operations Interviews</li> </ul>	<ul style="list-style-type: none"> <li>Solution Design (if Customisation scoped)</li> </ul>
	<ul style="list-style-type: none"> <li>Analysis of data sources and systems</li> </ul>	<ul style="list-style-type: none"> <li>Interface specification</li> <li>Environment specification</li> </ul>
	<ul style="list-style-type: none"> <li>Construct Project Documentation</li> </ul>	<ul style="list-style-type: none"> <li>Traceability matrix (Solution design to Requirements)</li> <li>Baseline Project plan</li> </ul>
Build & Customisation	<ul style="list-style-type: none"> <li>Development and Customisation of Emagine</li> </ul>	<ul style="list-style-type: none"> <li>Enhanced Emagine functionality to support client requirements (if scoped).</li> </ul>
	<ul style="list-style-type: none"> <li>On-site IT, Marketing, Customer Operations interviews.</li> </ul>	<ul style="list-style-type: none"> <li>Configuration Matrix</li> </ul>
	<ul style="list-style-type: none"> <li>Construct Solution Implementation Documentation</li> </ul>	<ul style="list-style-type: none"> <li>Implementation &amp; Migration Plan</li> </ul>
	<ul style="list-style-type: none"> <li>Construct Solution Testing &amp; Training Documentation</li> </ul>	<ul style="list-style-type: none"> <li>User Acceptance Testing (UAT) Test Plan</li> <li>Training plan</li> </ul>

# Project Overview

ROI-Driven CRM Implementation Methodology focusing on high-impact, quick wins to maximise payback and ROI.



Phase	Tasks	Deliverables
Implementation	<ul style="list-style-type: none"> <li>Testing environment implemented</li> </ul>	<ul style="list-style-type: none"> <li>Install, configure and migrate data required for Testing</li> <li>SIT executed (Emagine responsible).</li> <li>UAT executed (Client responsible).</li> </ul>
	<ul style="list-style-type: none"> <li>Training environment implemented</li> </ul>	<ul style="list-style-type: none"> <li>Install, configure and migrate data required for Training.</li> <li>Training executed (Emagine responsible).</li> </ul>
	<ul style="list-style-type: none"> <li>Production environment implemented</li> </ul>	<ul style="list-style-type: none"> <li>Install, configure and migrate data required for Production.</li> </ul>
Support	<ul style="list-style-type: none"> <li>Provide Supporting Business/Technical &amp; Support Documentation</li> </ul>	<ul style="list-style-type: none"> <li>Documentation Includes:                             <ul style="list-style-type: none"> <li>•Users guides</li> <li>•Data dictionary</li> <li>•Operational Support and Release procedure</li> <li>•Post Implementation Review</li> </ul> </li> </ul>
	<ul style="list-style-type: none"> <li>Perform Post Implementation Review.</li> </ul>	<ul style="list-style-type: none"> <li>On-site support</li> <li>End User Focus group</li> </ul>

## Discussion