



PromoMax for Loyalty Total Loyalty & Retention Solution

Build long lasting relationships with your customers

Effective Loyalty and Retention strategies lay the foundations to build long lasting relationships with your customers, in particular repaying your most loyal and valuable customers with meaningful rewards. Loyalty and Retention schemes are also proven to have significant business benefits in terms of reducing churn, boosting customer acquisition and stimulating ARPU.

The PromoMax Loyalty suite offers easy to understand reward programs, allowing customers to accumulate points which they can cash in for on-network benefits such as air-time or data. They can even exchange their points for high quality telecom products such as smart phones, 3G keys or tablets. These types of rewards allow customers to access high value products without parting with their own cash.

Implementing PromoMax Loyalty solutions within your infrastructure will allow you to capitalize on your existing investments. Loyalty programs will decrease both subscriber acquisition cost and retention cost.

Key figures for the Mobile prepaid:
20.3% in churn reduction, 5.3% ARPU uplift,
19% increase in acquisition.

Source: Peppers & Rogers Group
based on Benchmarks covering HappyDigits,
Vodafone, Telekom Italia, Telia Sonera,
Nectar, Oktopus, Belgacom.

All in one Loyalty & Retention solution

The PromoMax engine offers a comprehensive Loyalty & Retention scheme in one box, allowing for non-intrusive implementation within existing infrastructure. PromoMax for Loyalty leverages customer data to increase brand awareness, while also installing a scheme which offers its own key performance indicators, such as status points and member tiers which operators can use to measure and evaluate loyalty efforts. It can easily be complemented with PromoMax for Promotions.

Key benefits

Flexible loyalty scheme creation environment

Build the loyalty scheme that is most meaningful and effective for your customer. Interact with your user where and when it is most desired.

PromoMax offers a feature rich promotion workbench allowing the marketing team to effortlessly manage numerous complex schemes.

Address the entire spectrum of customer spending

Maximise your revenue by encouraging all types of spending, while simultaneously recognizing and rewarding your customers' loyalty.

Compliant with low-end handsets

The simple reward and communication mechanism means that the program can be extended to all handsets, encompassing your entire customer base.

Non-intrusive carrier grade solution

As a standalone and central point of administration for all service promotions, PromoMax accommodates a high level of network integration.

Membership management

All customers are eligible for inclusion in the program regardless of being a prepaid, postpaid or data subscriber. Customers can easily be classified through data collection. Once enrolled in the program, members can begin accumulating points immediately.

To trigger different loyalty schemes, members are classified into different tiers (for example, Gold, Silver and Bronze). This tier based system ensures that high value customers can easily be identified. Tier classification is based on status points.

Collect points at the right time

eServGlobal Loyalty schemes can deliver collected points at the precise moment that is required:

- Within moments *eg.* for enrollment, timely bill payment, dormant customer reactivation, *etc.*
- Daily rewards *eg.* based on daily outgoing calls, SMS-MO, MMS-MO, Data usage.
- Scheduled *eg.* at birthday, enrollment anniversary, for special events.

Extensive suite of tailored loyalty schemes

Catering for the entire customer life cycle and to ensure ease of uptake and implementation, a series of established loyalty schemes can be implemented including:

Enrolment scheme: for new members

Recharge scheme: for prepaid and data customers – based on recharge amount

Service expenditure scheme: for prepaid and data customers – based on daily outgoing expenditure

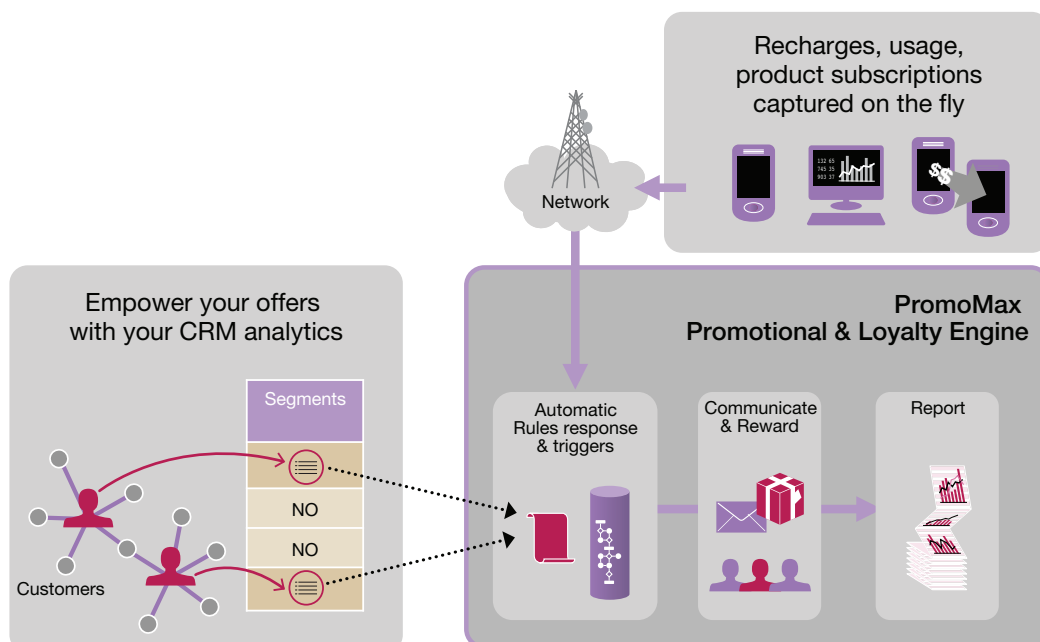
Incoming Premium SMS scheme: for prepaid and data customers – based on spending on infotainment premium SMS services

Incoming calls: for all customers – based on minutes of incoming calls. Aims to target influential customers who are generating indirect revenues.

Postpaid – bill paid on time: for postpaid customers – points accrued based on timely payment of monthly bills

Product subscription schemes: for prepaid and data customers – triggered by event

Direct Loyalty Schemes: for all customers – based on birthdays, anniversaries, *etc.*



PromoMax for Loyalty

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Redeeming points

PromoMax for Loyalty can be tailored to suit the requirements of the market – points can be collected and redeemed for rewards as pre determined by the operator.

The reward catalog is highly flexible: high cost products can be purchased with points supplemented by cash, products can be differentiated based on the member tier and restricted shopping periods can be defined. Additionally, collected points can be debited from a 3rd party platform.

In order to protect ARPU and limit liability, restrictions can be placed on the number of points redeemed per day, per member, *etc.*

Customer & Self Care

Customer Care services can be administered by a customer care team for events such as enrolment, information and goodwill points. Self-care options are available for points redemption, points transfer and enquiry to provide convenience for users and alleviate pressure on the customer care team. Self-care is available via USSD, SMS and Web.

Powerful administration tools

eServGlobal's loyalty program offers an easy to use creation environment for administering the loyalty schemes. It includes flexibility in regards to definition of filters, counters, point accrual rules and definition of SMS (multiple languages and reward catalog).

"60% of the customers say they are spending more than before joining their favorite loyalty program"

Carlson Marketing Research, US 2008-2009

Architecture/Interfaces

PromoMax is a network agnostic solution, which integrates with the existing service provider's environment in a non-intrusive manner.

It is flexibly designed to comply with various technical situations without extensive outlay:

- CDR ETL (Extract Transform and Load): events are collected in batch mode by PromoMax's ETL control agent and processed in minutes, to cope with very large volumes of events with low hardware footprint
- Online ETL: events are collected in pure real time to ensure reward delivery and provisioning in seconds

Self-care and subscription services are also available as Web Services for a direct integration with customer care and operator self-care portals.

Scalability

PromoMax's scalability and modularity enables service providers to choose the functionalities they need and to evolve in accordance with their strategy.

PromoMax has been benchmarked for 50+ million customers; 300+ million daily service events; 20+ simultaneous active promotions; and 6+ million rewards.

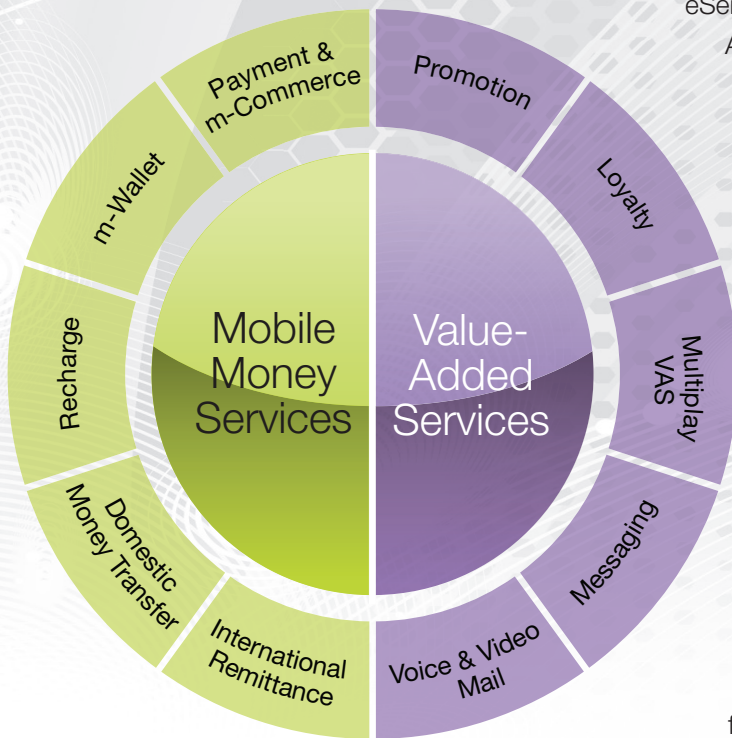
Reliability

PromoMax benefits from eServGlobal's 24 years of expertise in telecommunication solutions.

- High availability
- Disaster Recovery Center compliant
- SNMP KPIs ensuring service quality
- SNMP trap alarms to warn of issues
- Security pack to control all system access



About eServGlobal



eServGlobal specializes in Mobile Money solutions and Value-Added Services (VAS), to help Telco Service Providers increase their revenue and gain and maintain customer ownership.

eServGlobal invests heavily in product development, using carrier-grade, next-generation technology aligned with the requirements of more than 60 customers in over 45 countries. For 24 years, mobile, fixed, Internet and multiplay telco providers have used our capabilities to lead and innovate in their local markets, leveraging their core assets and their trusted agent and subscriber relationships.

With 14 offices globally, eServGlobal provides full “end-to-end” and “any account to any account” Mobile Financial Services and International Money Transfers. Our HomeSend solution is the only mobile-centric international remittance hub to gain endorsement from the GSM Association.

Our Value-added Services in promotions, loyalty, messaging, and multiplay are focused around the transaction and enable service providers to engage with the subscriber in a personalized and dynamic

manner. To reduce time-to market and manage exposure to CAPEX, we now offer multiple licensing alternatives, including SaaS-based flexible, revenue-share pricing.

eServGlobal is listed on the Australian Stock Exchange (ESV) and the London Stock Exchange AIM (ESG). More information at: www.eservglobal.com

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