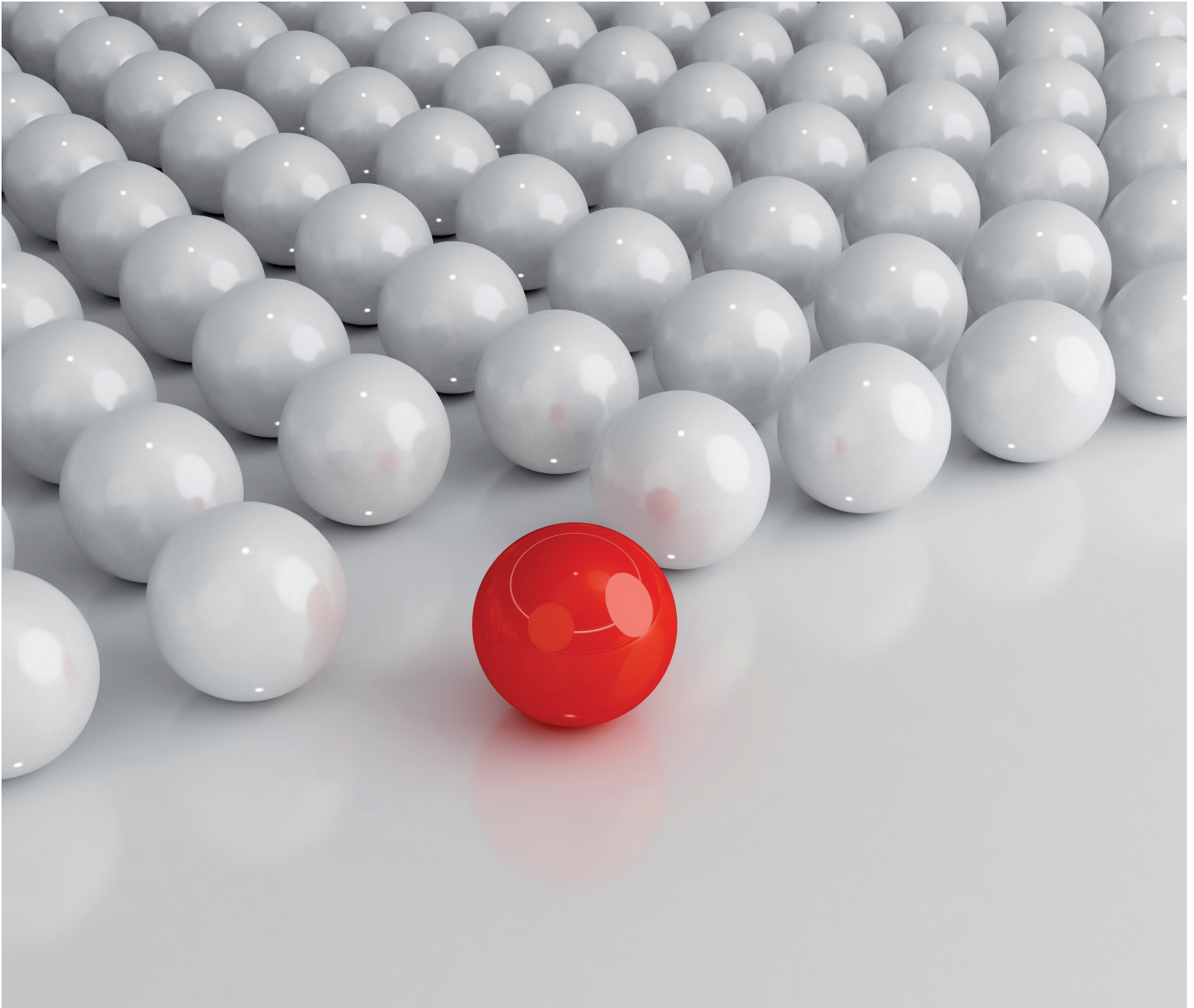


Orga Systems.

#1 choice for real-time charging and billing



Leadership Article No. 2

Positive User Experience through Real-time Interaction



Real-time Capabilities for Enhanced Customer Interaction and Better Customer Experience

By Silke Esser, Product Marketing Manager Orga Systems, June 2007

It is no news that today's Communication Service Providers (CSPs) are facing heavy competition and shrinking margins in Voice Services, especially in saturated markets such as Western Europe, as well as some parts of Eastern Europe. But what are the most efficient strategies to increase market share and grow ARPU?

What can mobile operators do to avoid revenue stripping imposed by severe price erosion? Is the launch of premium services - mobile TV, mobile gaming or advanced messaging services (IM or PTT) - the only way forward? Riding the wave of cutting-edge technologies, such as 3G, 4G, IMS and LTE (Long Term Evolution), the mobile industry seems to forget the most important factor – the customer. When taking a closer look at any mobile operator's web presence, one finds a huge range of entertainment and infotainment services: ring tones, music clips, logos, games, news, video clips, video calls and user generated community services, just to mention a few.

The idea behind this new world of entertainment is, of course, to generate income, mainly in order to compensate for declining revenues in ordinary Voice Services. A second reason to focus hard on these modern technologies is to distinguish oneself from the competition by offering innovative, unique service options, thus attracting new customers.



Curiously enough, although customers now have the opportunity to use all these appealing services, they seem to be uninterested. According to Strand Consult, 3G is still mainly used for voice communication, which accounts for 90-95% of the average customer's mobile bill. For December 2006, Informa Telecoms & Media reports that data services actually generate only about 17.7% of total revenues in telecommunications worldwide. **Nevertheless, approximately 90% of this "data revenue" still comes from SMS services.**

Positive User Experience through Real-time Interaction

It is certainly true that content services are a great way to have an impact in the telecom landscape and high-level services are indeed a viable strategy for an operator to develop into a technology leader and a definitive innovator as well as to establish the company name. But this is only one piece of the puzzle. At the end of the day, it comes down to one core aspect: the customer. Has anyone already given thought to the clients' desires and to what real needs they have?

What is the key to make a strongly positive user experience possible? Based on behavior- and sales-related factors, it lies in enhanced customer interaction at the exact moment the communication takes place – the Moment of Sale (MOS).

One of the largest constraints in the market for content services is the hard task of overcoming the barrier of user (mis-) trust – in both the product quality and the payment processes. And this is exactly where real-time billing and customer interaction come into play. Within an interactive real-time environment, the customer can receive an Advice of Charge (AoC) before making purchasing decisions. He also has full real-time control over his account status and can receive bonuses and discounts, as well as the corresponding notifications, instantly at the MOS. In addition, real-time features enable the introduction of several different levels of spending control and service usage monitoring for Closed User Groups like SMEs (Small and Medium Sized Enterprises) or families.

A few years ago, when talking about 'real-time', people only associated it with a payment method for a special clientele. Today this has changed and the potential benefits of doing business in real-time have trumped the aspects of mere revenue control. Nowadays, real-time business is seen as an empowering tool for establishing better customer service, refining simultaneous dialogue and greatly increasing the flexibility operators can display towards the market and the customers.

Customer Focus

Mobile operators are already starting to invest in real-time capabilities, focusing on real-time processing to start and protect revenue streams, while gaining more flexibility in terms of the payment method used. The desire for a "direct link" to the customers is prevalent, regardless of whether they are prepaid or postpaid. **And today's consumers demand an instant reaction, a dialogue.** They will not maintain interest or be willing to accept delays measured in hours or even days.

Data and content services definitely hold a huge potential for revenue in the mobile industry. But to successfully employ these capabilities, operators must not forget for whom they are designing all the fancy services. The customer takes center-stage - and this is where we should meet him.

Ms Silke Esser joined Orga Systems in 2004 and currently holds the position of Product Marketing Manager. Working in the IT and Telecommunications business for eight years, she has a strong know-how of the mobile telecommunications market as a whole with special cognition in the prepaid market segment and convergent real-time billing. Silke holds a German University degree in "European Marketing" and a BA in "International Business" of the BCUC (Buckinghamshire University College), United Kingdom.

Contact: Silke Esser | Product Marketing Manager | SEsser@orga-systems.com



MISSION Real-time

Orga Systems delivers an integrated suite of **real-time** billing products for flexible rating and charging, convergent payment methods, revenue control and the facilitation of an improved customer experience.



Orga Systems, one of the pioneers and inventors of real-time billing, has been providing end-to-end Billing and Customer Care (BCC) systems to telecommunications companies since 1994. Our motto for real-time billing solutions says it all:

Bill Anything – Anytime – Anywhere.

Orga Systems provides a suite of real-time products that is ready to meet the challenges of next generation networks and enhance operators' ability to improve the customer experience. In addition, Orga Systems'

real-time solution portfolio also covers ARPU/AMPU-boosting customer applications and products for online mediation as well as service and revenue control.

These include applications in the areas of real-time customer interaction and notification, session control, customer self-care and loyalty as well as innovative top-up methods.

Selected References

avea, Turkey | Bouygues Telecom, France | Entel PCS, Chile | Geocell, Georgia
Kcell, Kazakhstan | mobilkom austria | Moldcell, Moldova | Sunrise, Switzerland
Telecom Personal, Argentina | TIM Brazil | TIM Italy | Vip mobile, Serbia