

Loyalty Promotions

As the wireless industry matures, with most people already carrying a cell phone, future growth in the net number of subscribers requires more innovative product marketing initiatives. As such, wireless operators are taking a defensive strategy realizing that retaining existing subscribers is as important as attracting new subscribers in order to lower net churn rates and achieve company revenue, profitability and net worth objectives.

While offering attractive handsets and competitive rate plans are important to any wireless operator's strategy, similarly exploring and identifying different ways to provide incentives to improve the customer value proposition should be viewed as an equally important way to retain subscribers.

Primal Technologies' Promotions module allows wireless operators the ability to reward new and existing subscribers for amounts spent on wireless service by providing special benefits and incentives to a subscriber for a limited time, or when the subscriber meets certain recharge, usage, or opt-in criteria.

Some examples of various types of loyalty programs that can be implemented on the Primal Open Services Platform include:

- ✓ When a subscriber recharges X days before their expiration date, the subscriber can receive additional credit
- ✓ When a subscriber recharges with a larger amount, they are assigned to a better rate plan
- ✓ When a subscriber recharges past a certain cumulative amount in any month, they receive visual voicemail for the next month (see side note for additional loyalty promotion features available)
- ✓ The subscriber opts in by sending a USSD Code or SMS during a specific promotional period

Together with Primal Technologies' broad range of innovative and advanced wireless services, a promotional package can be easily setup in advance and scheduled for a certain period of time.



Loyalty Promotion Features

- Recharge, cumulative recharge, or opt-in (e.g. SMS, USSD) trigger events
- Packages of a service can be stacked or purchased in advance and activated automatically upon completion of the previous package
- Powerful feature promotions can be offered to subscribers on a trial basis for new subscribers, or as a promotion to existing subscribers. Samples of feature promotions include:
 - ✓ Better rate plan (e.g. Better LD calling rates, free calling certain times of the week, etc.)
 - ✓ Free visual voicemail
 - ✓ Free Voicemail-to-text transcription
 - ✓ Personal SMS features (e.g. SMS forwarding, auto-reply)
 - ✓ Additional 100 minutes of local calling
 - ✓ Additional 50 free text messages
 - ✓ Additional 100 MB of data usage
 - ✓ Additional 10 free MMS usage
 - ✓ Loyalty points for redemption of plan features, accessories, ringtones, and discounts on new, replacement phones.
 - ✓ Etc.
- SMS/USSD Notification when subscriber qualifies for a promotion, and again when the promotion ends
- SMS/USSD Notification of available reward options

