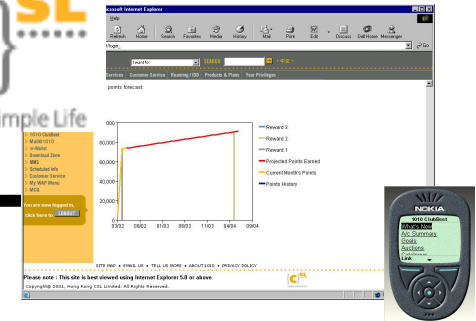


Emagine Customer Loyalty - Client Case Study

Hong Kong based Mobile Telco HKCSL implement Emagine Customer Loyalty



Client Situation

Multi-product Asia Pacific operator

- **Mobile, Phone, Internet.**

Operator in extreme environment

- **High instability in customer and product landscape**
 - low levels customer loyalty
 - customers passionately upgrade their mobile phones, and critically evaluate their supplier, every 12 months (some every 4 months).
- **High level of competition**
 - high number of operators and networks
 - promising new product offerings copied by the other operators
- **Initial churn after the introduction of mobile number portability over 50%.**

Looking to create a special loyalty program

- **To slow down the frenetic pace of winning/losing/wining customers within the elite demanding segment of their product offering**
- **To make right decisions to ensure customers don't leave them for other smart competitors offering alluringly cheaper deals**
- **To reduce customer churn among the 'premium' segment of customers and increase adoption of multiple products and services.**
- **To efficiently create a perception of real value in the product/service offering and have customers stay as loyal paying customers.**
- **To create the program with a budget no larger than the previous program and to have it launched within 6 months.**

Emagine Customer Loyalty - Case Study cont.

Hong Kong based Mobile Telco HKCSL implement Emagine Customer Loyalty



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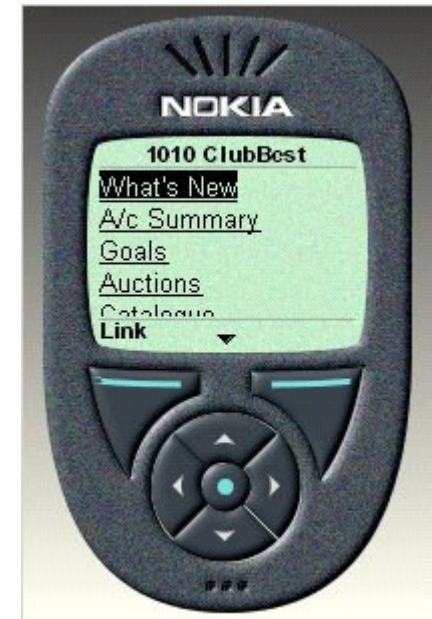

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Emagine Customer Loyalty - Case Study cont.

Hong Kong based Mobile Telco HKCSL implement Emagine Customer Loyalty



Solution

Emagine Customer Loyalty

- **Introduced opt-in, points based loyalty program for all customers - integrated with WEB, WAP, IVRS, SMS and e-mail.**
- **Customer valuation and accrual of points, to understand true value of each customer.**
- **Rewards based on customer value determined by value, tenure, payment history and products bundled.**
- **Customer Interaction through their preferred medium, Web, WAP, IVRS, or Hotline support.**

Proactive CRM Implementation

- **Transform the business from a previously reactive relationship, to one of proactive intimacy throughout the customer's lifecycle**
- **Replace present price/handset subsidy retention model with one that rewards loyalty of each customer.**

Results

Cost Savings

- **Immediate cost saving of 7%**
 - Consolidated current marketing programs
 - reduced costs to serve

Churn Reduction

- **Encouraging reduction in churn and acceptance of the price premium.**

Increased Revenues

- **Budgeting for a 1.5% increase in revenues attributable to the loyalty program.**

Future

- **Extend the Emagine Closed –Loop Marketing Suite to include:**
 - Emagine Customer Retention
 - Emagine Campaign Management