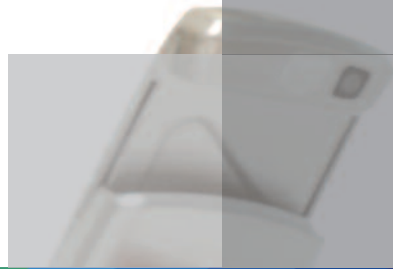




Enterprise Communicator



WIN

Engaging mobile



The consumer world is intensely competitive with businesses battling to acquire new customers, retain the ones they have – and find innovative ways to differentiate their service. For insurance companies, utilities and other member services companies, a 25% reduction in customer churn rates means millions of pounds of revenue.

In addition, companies are continually looking for ways to deliver **superior customer service** in order to differentiate their offering. Communicating effectively and **regularly with customers** – sending information on everything from account balances, fraud alerts, appointment, renewal and payment reminders, to delivery and engineer arrival times – forms a major part of many **successful customer contact** programmes.

And businesses whose **customer service** models depend on field-based operatives, like energy suppliers, roadside break-down services and appliance delivery and repair companies, need to keep on top of operational cost. A 35% reduction in 'no access' appointments can result in many hundreds of **thousands of pounds saved**.

Many of today's **forward-thinking companies** are focusing on engaging their customers through their mobile phones – via SMS – as a central pillar of their **customer contact** programmes. Why? Because SMS does not interrupt the customer in the way a telephone call does, plus it's **direct and personal**. And the cost of SMS is also **far less than the cost** of running a programme through a call centre.

Enterprise Communicator – a multi function web based interactive messaging service

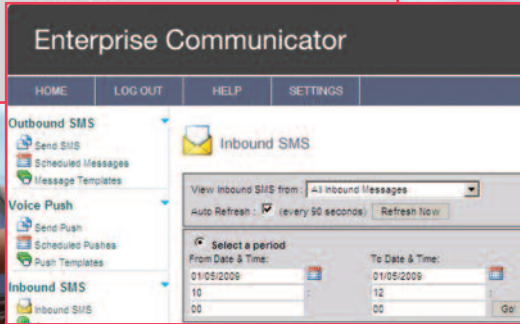
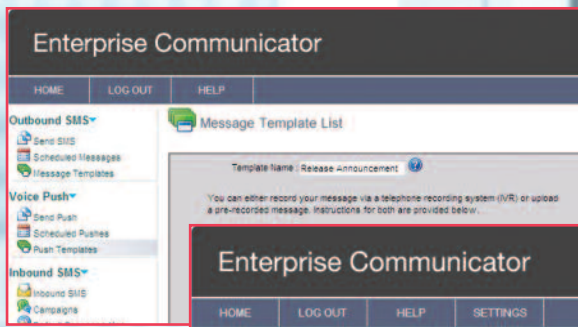
Enterprise Communicator enables businesses with volume customers or field-based service operations to create service differentiation, transform customer service and retention levels, and reduce operational cost.

This web-based solution enables businesses to build and manage the delivery and receipt of SMS, picture messaging, email and voice communications to and from their customers and their workforce.

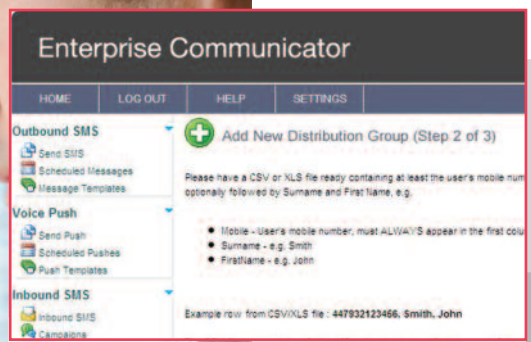
Used today by leading banks, credit card and insurance companies, member service organisations and utilities companies, Enterprise Communicator delivers customer or workforce contact programmes, which include:

- Debt management
- Appointment reminders
- Mobile marketing campaigns
- Fraud alerts
- Renewal management
- Payment reminders
- Workforce management and communications
- Customer satisfaction surveys





Shortcode and long code capabilities for easy customer responses to messages



Upload customer distribution lists directly from your CRM database in Excel or CSV format



Distribution List tool allows users to create, store and modify contact lists to facilitate easier group communications

How Enterprise Communicator works

Enterprise Communicator takes data from your CRM system and creates personalised messages whether SMS, picture messaging, email or voice. The solution manages your customer interactions and their responses – and reports on the performance and effectiveness of your campaign.

Easy to use and quick to get started

With its easy to use, secure web interface, Enterprise Communicator's intuitive screens, full online training and help functionality allow users to be effective within 30 minutes. The service can also be accessed from anywhere using an authorised user name and password.

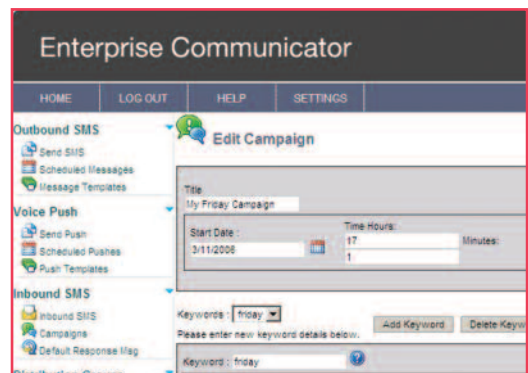
Cost-effective with no capital investment required

The service requires no software installation, no integration and no capital investment, which saves time and money on technical resource and means that businesses can be up and running with the service quickly and cost-effectively.

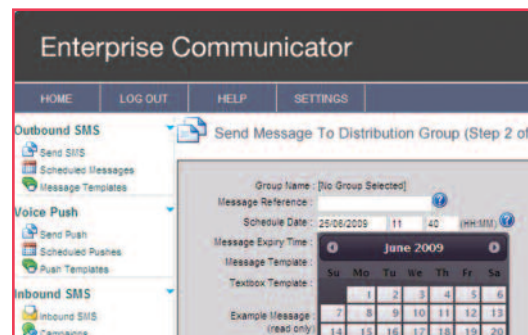
In addition, businesses operating a customer or employee contact program will benefit from the efficiencies and cost savings achieved using WIN Enterprise Communicator when compared with building a bespoke solution or outsourcing mobile messaging campaigns.

High availability and full technical support

Enterprise Communicator is a fully managed service with high capacity throughput, load balancing, fail over, and redundant network connectivity for guaranteed levels of availability. The service includes full 24 x 7 support with real time operational status displayed via the management interface.



Campaign tool for creating interactive messaging campaigns to gather opinion and receive relevant responses to outgoing message campaigns



Scheduled message drops with delivery timeslots and variable expiry times up to 31 days in advance

Enterprise Communicator in action

Debt management

Client:

- top ten credit card providers

Challenge:

- large numbers of small outstanding debts
- response rates to traditional communications dropping
- costs of telephone calls are prohibitive

Solution:

- SMS alert to customer asking to call contact centre at their convenience

Results:

- Response rates +22%
- Payment promise 57%
- Call length -5%
- Complaints 0%



Appointment reminders

Client:

- a major UK utility

Challenge:

- high cost of 'no access' appointments

Solution:

- SMS/Voice Push message sent to customers 5 days before appointment giving number to re-arrange

Results:

- 'No access' appointments reduced by 35%
- Reduction in costs, planning and visits
- Positive customer experience

WIN – setting the pace through innovation

WIN's innovation programme sets the industry pace for mobile services and ensures that our customers are kept at the forefront of technology developments. Enhancements for Enterprise Communicator will be rolled out over the coming months.

To discuss how Enterprise Communicator can benefit your business, please contact us:

Call us: +44 (0) 1494 750 500
Email us: sales@winplc.com
www.winplc.com

Policy renewal reminders

Client:

- AA Insurance Services

Challenge:

- Over 2 million people in the UK drive without insurance
- Most are people who have forgotten to renew their policy
- Uninsured drivers cost the industry £550 million a year
- A 10% response to reminders would result in savings of £55 million per year

Solution:

- integrates SMS into the existing renewal management process
- policy holders are sent a reminder text 2 days before their policy expires and on the day of expiry

Results:

- policy renewal reminders have been shown to reduce customer churn by more than 25% while reducing call centre costs by 20-30%



About WIN

For over 15 years WIN has been helping leading media and entertainment companies, content owners, mobile operators and corporate enterprises to use mobile communications to engage customers, create brand loyalty, maximise revenues and reduce costs. With offices in 6 countries and over 120 staff, WIN's solutions enable clients including Centrica, The AA, the BBC, E.on, Vodafone, AOL and 02 to optimise customer service levels and drive down operating costs by engaging with mobile.

Enterprise Communicator is part of a portfolio of integrated enterprise solutions, including:

- Gateway bulk messaging platform
- Interactive voice platform
- Mobile blogging suite
- Contact manager suite
- Video service platform
- Audience participation platform
- Mobile payments suite
- Mobile content portal

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