



# Personal Dialogue



*Real-time Promotions*



*Packages & Bundles*



*Contextual Recommendations*



*Personalized Advertisements*

## **Personal Dialogue with the Pontis Integrated Marketing System™**

In the digital environment, customer communications can take many forms and have the potential to shape a successful customer relationship. The Pontis Integrated Marketing System provides marketers with a rich tool set to communicate with customers on a personal basis and at the optimal timing. Pontis communications can support a variety of goals – from promoting services or local events, to addressing customers at the end of a trial - while maintaining coherent touch policies and priorities.

## **Developing an Effective Customer Dialogue**

Digital media provides numerous opportunities for communication and dialogue with customers. The key to effective communication is the ability to reach the individual in a relevant context and in a manner that is perceived as helpful and non-intrusive.

## **Pontis Integrated Marketing System™**

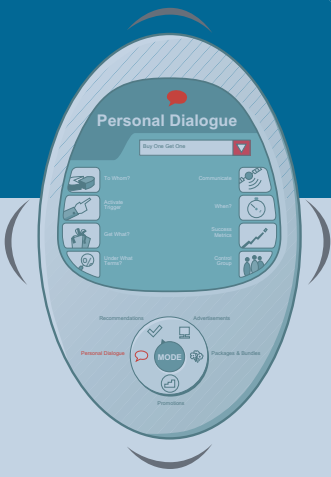
The Pontis Integrated Marketing System™ is a comprehensive solution for definition, execution and analysis of targeted marketing offers. By automating marketing and sales processes across multiple platforms and channels, the Pontis system enables service providers to target customers with personalized offers based on their profiles, preferences, and real-time behavior.

Effective and targeted communication is very important for keeping customers informed and satisfied, particularly when acquisition costs are high and retention is a top priority.

## **Targeted, Multi-Channel Communications**

Pontis provides marketers with the ability to reach the right customer, with the right message, via the right communication channel, at the right time. Based on profiles, preferences, and usage data, the Pontis system can define small segments – even a single user.

In order to leverage the multiple communication channels that are available, Pontis provides a holistic view of the customer over all interaction points. A dialogue that spans multiple channels – Web, WAP, IVR, messaging and more – can be coordinated to control consistency, type and frequency of impressions. Pontis supports the full range of communications media, including text, HTML, and references to graphical banners and external rich media.



## Advanced Control Mechanisms

Sophisticated control mechanisms enable marketers to refine, evaluate, and improve personal dialogues.

**Timing:** Set individual dates and times as well as schedule patterns. Take advantage of special dates such as birthdays and holidays.

**Repetition:** Set the number of exposures and touch policies across different channels.

**Reminders:** Employ multiple communication channels to define reminders.

**Expected results:** Define the subscriber events that are expected after a communication and measure efficacy.

**Real-time triggers:** Apply rules that address context and past behavior, for instance, automatically present a message in the WAP portal about a new plan targeted only to a segment of customers who will finish a free trial within a week and own a particular device.

Pontis supports very high performance requirements, providing the potential for ubiquitous, ongoing dialog.

## Targeted Communications and Customer Service

Customer Service calls provide an important opportunity to enhance communications, and a high degree of relevance is expected.

Pontis can expose the individual customer's communication history to Customer Service Representatives, providing them with the means to address customers in context.

Pontis targeted communications can also be used to entice customers to call Customer Service, where offers such as up-sell and cross-sell can be communicated effectively.

## Harmonize With Additional Marketing Systems

The Pontis system can leverage existing Campaign and Broadcasting systems that provide bulk communications in order to maintain touch policies.

All communication history from Pontis can be queried or exported to a central messaging store to be shared with other systems.

## Pontis Personal Dialogue

- Personalize customer communications for small segments or one-to-one
- Coordinate multiple communications channels for maximum impact
- Control timing, frequency, triggers and other advanced parameters
- Support a wide variety of marketing objectives from providing information to subscribers, to service promotion
- Support both marketers and customer support representatives