



# Comverse Converged Billing Marketing Consulting

## Leverage Marketing Capabilities to Maximize Revenue Potential

*Marketing is a key factor in creating and nurturing demand, driving growth and business results. CMOs are always on the lookout for new ways to deliver marketing innovation and market differentiation.*

### What's on Your Marketing Agenda?

Faced with declining revenues and growing customer demand for personalized value-added services and offers, all types of service providers are constantly searching for innovative ways to meet their top marketing goals such as:

- Identifying and acquiring new market segments for existing and new products and services
- Increasing service adoption and usage for ARPU / revenue expansion
- Developing subscriber loyalty and reducing churn rates
- Enhancing customer relationships and brand value

### Billing Marketing Consulting: Driving Business Goals

True to our commitment to help service providers drive business results and increase customer satisfaction, Comverse now offers a step-by-step marketing consulting program. By delivering knowledge with field-proven experience, we help service providers achieve their strategic and day-to-day marketing goals.

Service providers can be assured that Comverse consultants will leverage the Comverse Converged Billing Solution's robust marketing capabilities in powerful and customized ways that increase the lifetime value of the end user and significantly strengthen customer loyalty.

The sophisticated marketing capabilities of our billing solution,

and especially its real-time functionality, help service providers present products, services, offers and campaigns to their customers based on actual real-time usage, with personalization and timely delivery. In this way, innovative and tailored marketing strategies are developed according to service providers' business targets to promote organic increased usage and service adoption.

### Global Expertise – Delivered Locally

The Marketing Consulting team is led by world-class professionals skilled in all aspects of marketing disciplines and strategic planning. Our team complements your local expertise by providing:

- **Proven Methodologies:** With far-ranging worldwide experience in working with top global service providers to achieve field-proven success
- **Specialized Knowledge:** Underscored by extensive telecommunications marketing expertise
- **Practical Insights:** Best practices and creative ideas based on sharp insight into end users' behavior, preferences and needs

Our consulting service projects span regions and markets, and our many success stories with operators of all sizes include:

- **Tier-1 APAC Operator:** ARPU Optimization Project
- **Greenfield EMEA Operator:** Go-to-Market Offer and Plan Design
- **Tier-3 EMEA Operator:** Knowledge Transfer and Increase Usage Tactics
- **Tier-3 Caribbean Operator:** Marketing Plan Design for Network Relaunch
- **Tier-2 North American Operator:** Prepaid Sub-Brand Launch

- **Tier-3 EMEA Operator:** Converged Go-To-Market Tactics for a Multi-Play Strategy

## Long-Term Commitment to Meet Short-Term Business Goals

Underpinning our client relationships is a long-term commitment to service. In addition to project-based availability, we offer several consulting programs dedicated to meet the varied needs of operators in both developed and emerging markets worldwide.

Let us partner with you through various Marketing Consulting Programs to best meet your needs:

### Marketing Essentials

This program helps raise the awareness of marketing executives and team members to the potential uses of Comverse Billing Solution from marketing operation and end-user perspectives. Carried out through instructive workshops that include brainstorming sessions and preliminary marketing strategy development, the program enables operators to improve their marketing team's level of understanding and confidence in designing and launching innovative and targeted marketing programs.

### Marketing Spotlight

These targeted marketing programs are usually dedicated to a specific topic or area of concern. Featuring a review of best practices and a moderated brainstorming/idea-generation session, the Marketing Spotlight covers a wide range of issues from customer lifecycle management, increased usage and services, price plan optimization, and churn reduction to data charging and roaming offers.

### Second Opinion Projects

For innovative solutions addressing specific marketing pain points, we audit individual programs and deliver recommendations accordingly. Second opinion projects include design and ARPU optimization plans, marketing audits, billing system optimization, usage-based promotions optimization, segmented ARPU optimization, real-time communications design, retention campaigns and loyalty program development.

## CMO: 360°

This set of services is aimed at further empowering chief marketing officers and select team members at the top of service provider organizations.

- **1:1 Executive Briefings:** Delivering our cumulative insight within the area of marketing strategy, briefings may focus on a specific topic or be commissioned as part of a marketing audit.
- **Marketing Seminars:** Designed to enhance the knowledge of global trends and best practices of a service provider's marketing team, these seminars sometimes focus on a specific topic. They include a detailed review of case studies, global trends and practical ideas, and may be combined with a creative thinking workshop.
- **Creative Thinking Workshops:** Brainstorming, challenging and interactive moderated sessions, including role-playing, are ways to conjure up innovative ideas for marketing plans.

## Why Comverse Marketing Consulting?

The Comverse Converged Billing Marketing Consulting takes marketing consulting one step further by ensuring that operators receive the maximum benefit from their billing solutions. Generating maximum benefit is a key aspect of Comverse's offerings, because in today's fiercely competitive, dynamic market, becoming a pro-active Total Communications operator is the best paved path to customer loyalty and profit.

More than 500 wireless and wireline telecommunication network operators and service providers in more than 130 countries use Comverse enhanced services, systems and software to generate revenues, strengthen brand identity and customer loyalty, and improve operational efficiency. Comverse's field-proven experience in all vertical markets speaks to the versatility and robustness of our products and to the ability of our Professional Services staff to integrate and customize any solution for any customer.



## About Comverse

Comverse is the world's leading provider of software and systems enabling network-based multimedia enhanced communication and billing services. The company's Total Communication<sup>SM</sup> portfolio includes a rich range of Messaging, Billing, Content, Converged IP Communications and Handset Software solutions. Over 500 communication and content service providers in more than 130 countries use Comverse products to generate revenues, strengthen customer loyalty and improve operational efficiency.

For more information on our products and services, visit our website at: [www.comverse.com](http://www.comverse.com) or contact us at: [information@comverse.com](mailto:information@comverse.com)

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