



Customer Loyalty



Successful points programs for the mobile operator market are very different from many traditional loyalty points programs. The mobile operator environment allows loyalty programs to be real-time and pro-active. Dynamic profiling, based on actual customer behavior, enables points programs highly targeted and relevant to each specific subscriber. A always-on, highly dynamic and competitive world of mobile telecom is where new campaigns are needed to deliver highly interactive promotions to customers.



Interactive and Personalized Loyalty Programs

The Sixth Sense Media platform addresses these needs in a unique way. It maintains customer profile and point information on an active 24x7 basis, provides interactive real-time program feedback and marketing inputs, and allows for a complete and personalized sophisticated end-to-end points, vouchers, and/or coupon implementation:

- Offering a complete lifecycle trigger marketing platform to create consistent messages, promotions, and treatments for your customers
- Enabling persistent marketing triggers across a range of dynamic customer segmentations
- Integrating multi-tier points based loyalty system to reward your customers with points based on your rules
- Enabling voucher creation and redemption strategies in-house and with partners



What's more, external partners can be included in the loyalty program to enhance the program, and through the use of vouchers or coupons, partners' input and effect can be directly controlled and measured.

The Loyalty Program, or Points, capability is an add-on working seamlessly together with the core Sixth Sense Media targeted profiling platform. This means that existing operators can quickly expand their current churn, retention, up-sell or other targeted solution to include a complete loyalty program offering. Users can expect the same effectiveness and flexibility extended into this offering. Points can be combined with traditional retention promotions to further enhance effectiveness, points and vouchers can be used for customer reach or viral promotions and customers can be enticed to self-promote the operator's offerings by the prospect of receiving points or other loyalty perks. For example, upgrade the current program level from Silver to Platinum or extend the validity of their points.

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System Monitoring Promotions Analysis Users Customer Care Points Vol

Points - Subscriber ID 2015551016

Points Info

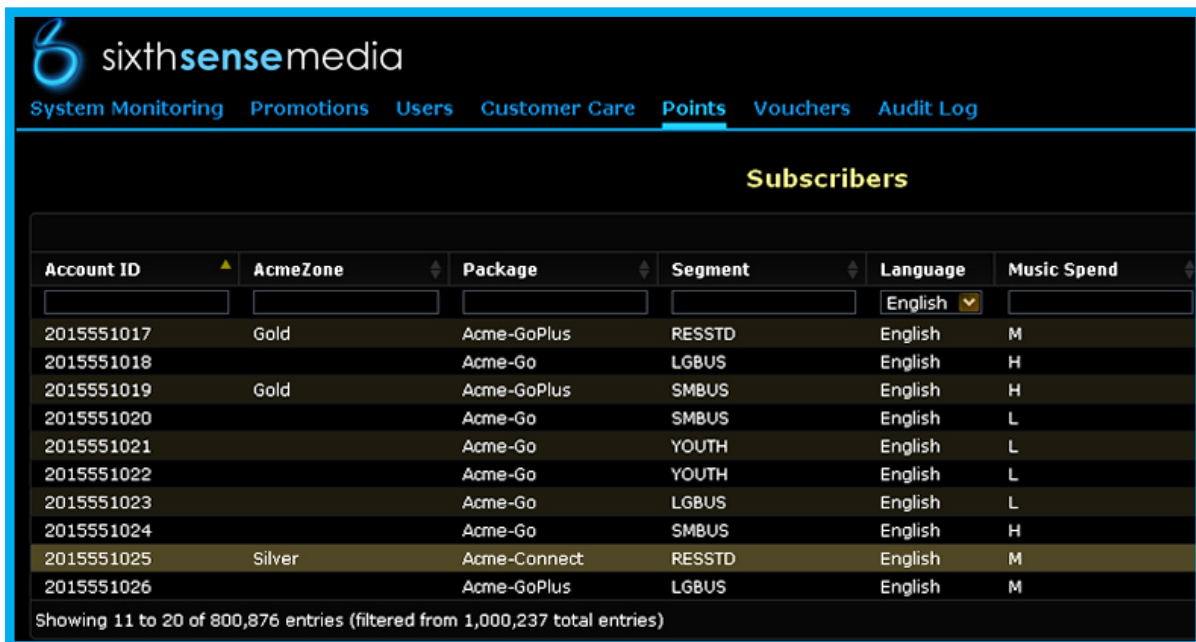
Subscriber Details		Balances	
Account ID	2015551016		
AcmeZone	Silver		
Package	Acme-Connect+Unlimited		
Segment	RESSTD		
Language	English		
Music Spend	L		
State	NJ		
Last Activity Date	20-Dec-2010		
		Program Name	Balance
		Level Points	500
		Reward Points	625
Vouchers			
History			
	Activity Type	Program Name	Amount
	Adjust	Reward Points	125
	Award	Reward Points	500

customer loyalty (continued)

Flexible and Highly Customizable

The Sixth Sense Media Loyalty Solution empowers the mobile operator to set up a complete end-to-end points offering fully customized and targeted to its environment and its customer base:

- **Flexible programs:** allow for multiple simultaneous programs: dedicated programs for youth members, small business owners, families, etc. And allow for hierarchies and multiple levels: some points cannot be redeemed until after X, customers in level Y earn double points for activity Z, etc.
- **Flexible awarding:** allow points for any possible activity or event: points for long distance calls, paying invoices on time, paying on time for consecutive periods, for minimum commitment usage, for forwarding or inviting new members, etc.
- **Flexible spending:** allow points to be used for any on-network as well as partner rewards: free minutes, credits, mobile phones or accessories, third party vouchers, etc. Or explicitly expire points and reduce your liability.
- **Flexible self-care:** customers can interact with the solution using your existing SMS or USSD gateways and/or your current (web) self-care platform(s)



The screenshot shows the 'Subscribers' page in the Sixth Sense Media system. The page has a navigation bar with links for System Monitoring, Promotions, Users, Customer Care, Points, Vouchers, and Audit Log. Below the navigation bar is a table with the following columns: Account ID, AcmeZone, Package, Segment, Language, and Music Spend. The table contains 11 rows of data, with the first row highlighted. The data is as follows:

Account ID	AcmeZone	Package	Segment	Language	Music Spend
2015551017	Gold	Acme-GoPlus	RESSTD	English	M
2015551018		Acme-Go	LGBUS	English	H
2015551019	Gold	Acme-GoPlus	SMBUS	English	H
2015551020		Acme-Go	SMBUS	English	L
2015551021		Acme-Go	YOUTH	English	L
2015551022		Acme-Go	YOUTH	English	L
2015551023		Acme-Go	LGBUS	English	L
2015551024		Acme-Go	SMBUS	English	H
2015551025	Silver	Acme-Connect	RESSTD	English	M
2015551026		Acme-GoPlus	LGBUS	English	M

Showing 11 to 20 of 800,876 entries (filtered from 1,000,237 total entries)

about sixth sense media:

Sixth Sense Media offers a real-time marketing platform and managed service that delivers highly personalized and interactive customer engagement via the mobile channel. Our solutions result in increased customer retention and greater brand engagement that drives conversion for both in-house products and services as well as 3rd party brands and affiliates.

The key to our customers' success is in our unique lifecycle trigger marketing platform that leverages a mobile consumer's real-time context (actions and location) with their past behavior and dynamic profile (demographics, purchases, history) that results in "just in time"

promotions. As a result, we enable companies deliver a wide-range of micro-segmented, contextually relevant and personalized promotions that can reward loyal customers, retain customers who are at risk of churning, offer customers up-sell opportunities, and offer targeted advertisements.

For more information, email marketing@sixthsensemedia.com.

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