

## Customer Retention



It is not a secret that every mobile operator struggles with churn. Enormous amounts of effort and resources are spent on attracting new customers, but it has been a struggle to prevent these customers from leaving and churning to the competition. While business intelligence systems and other data mining tools can analyze trends and customer patterns that have been associated with churn, mobile operators typically are not able to leverage this data with creative, real-time marketing actions. As a result, customers often disappear before you can effectively engage them on their dissatisfaction.



### **Sending the Right Message at the Right Time**

The Sixth Sense Media Retention Solution offers an online continuous insight into the customers' behavior. Declining usage patterns, recent drops or changes in activity, and customers who have recently gone dormant are all signs that are identified in real-time. The solution allows you to address these issues as they happen.

With our Retention Solution, you'll find how effortless it is to nudge customers away from becoming a churn liability. These efforts are extremely cost-effective since they translate into direct profit.

The key is sending the right message or offer at the right time. This requires real-time and continuous feedback on customers' behavior, as well as the capacity to act immediately on any change whether this change is anticipated or not.

The Sixth Sense Media solutions are known for delivering targeted and timely messages, ads or any other offer directly to customer's handset. Using its capability of dynamic real-time micro-segmentation, the SSM platform creates and tracks interesting groups and profiles, as and when needed.





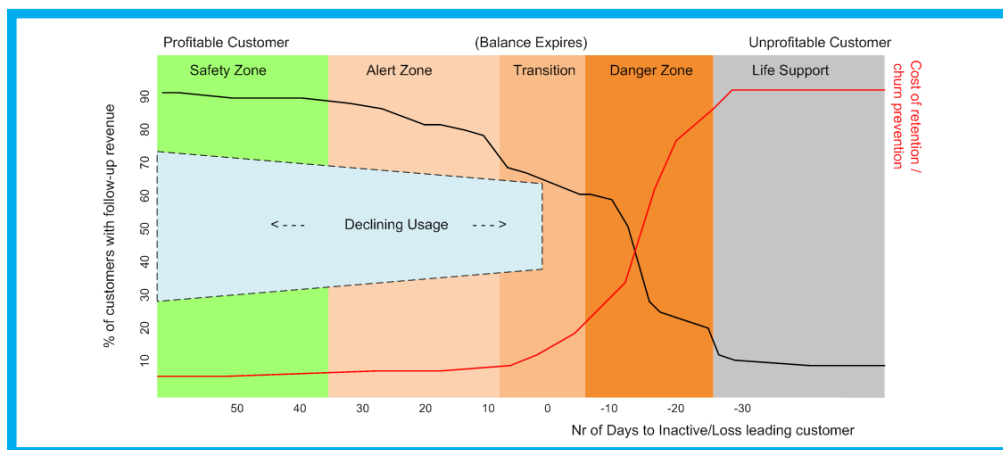
## Customer Retention (continued)

When focusing on retention, our software supports a wide range of tracking parameters that include:

- Average time between reloads, as well as the reload amount amounts and the average balance before reloading for prepaid customers.
- Changing call patterns. For example, decline in heavy evening/night traffic, which symbolizes a reduced social use is often more damaging than a decline in day traffic.
- Declining songs download pattern without any offsetting usage. E.g. a customer that downloads less song titles over time, but who spends more time on online gaming may not signal an increase in dissatisfaction with the provider.
- Reduced viral or social connectivity. Understanding that access to sites like Facebook are no longer initiated from the customers handset is a good indication of impending churn.
- Any interesting pattern specific or unique to your business...

### Real-time Reporting Optimizes Campaign Effectiveness

The Sixth Sense Media solution continuously analyzes promotions and campaigns and provides real-time feedback enabling you to act on any campaign changes in real-time to optimize the retention process. The platform offers a real-time 24x7 monitoring view and key performance indicators are reported on a continuous basis. Real-time feedback on promotion effectiveness is provided and you can modify and adjust campaign parameters, change segmentation criteria and input, and address competitors' offers and marketing plans immediately.



## 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](mailto:marketing@sixthsensemedia.com).

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