

**Branded Button** A software application, for mobile communications, that enables operators to deliver their own branded services, under white label, to subscribers wherever they are, on whichever device they own. The branded button application is available for Smartphone's, desktops, and web browser access. It therefore drives revenues, loyalty and usage of the operators services by brand, and by retention of the address book and billing.



Jon Doyle, Vice President of Business Development at CommuniGate Systems talks about a simple strategy to extend customer interaction, enhance customer loyalty and grow service revenues.

The Branded Button is a simple way to increase subscriber usage of your services by giving them more choices and more opportunities to access services wherever they are in the world.

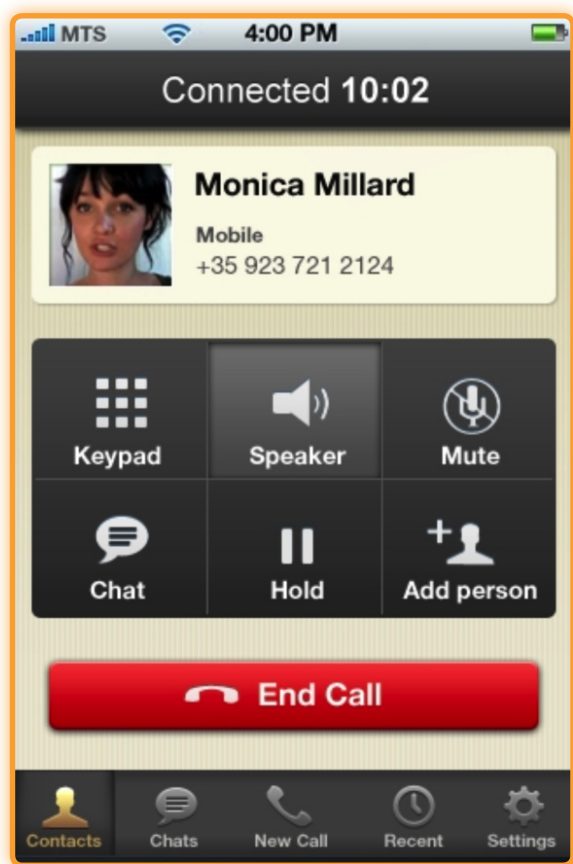
The idea is simple. Give your customers easy access to the services they want, when they want and how they want. To illustrate the opportunity, 83% of the cable subscribers, and 88% of the fixed (ADSL) subscribers, we surveyed said the main reason they used alternative communication applications, such as Skype, was because they didn't know how, or were unable to use their existing service when away from their home, or office environment.

The idea is not restricted just to cable or ADSL operators. Every telecom operator has blind-spots; places or scenarios where they cannot deliver their services to their subscribers. Mobile operators for example, do not provide applications to leverage roaming or traveling customers at competitive rates. So, the subscribers more often than not divert to Skype when outside the Country their rate plan is fixed to. If the mobile operator put an application on the desktop, or through the web, to make call via the

subscribers laptop when they are in a hotel, chances are, because of the address book, and billing relationship, the subscriber would use this service over Skype. The Branded Button can help every type of operator.

As a simple clickable icon on your subscribers mobile, their desktop, on the TV or via the web, the Branded Button enables easy discovery and ubiquitous access to your services; whether these be telephony, or content delivery. The key is to put that button in as many places as you can, giving the subscriber as many opportunities as they have to click the button and use the services you want them to use more often. If your Branded Button is in all the places a subscriber could possibly make a call, send an SMS, or check on their schedules; you have the chance to gain their usage and their loyalty.

You do not need to conduct expensive market studies to see what happens if your subscribers can not use your applications, just speak to the people around you; in cafés, train stations, airports, hotels or waiting in an office lobby for a client meeting. The problem is clear. You probably even use Skype yourself, so you know who you call, when



and why. So as a product manager, you can see how powerful it could be, if you could provide a Skype-like or Google Voice-like product under your own brand.

Subscribers are inventive and impatient. If they cannot quickly and easily find and use your service they will find alternative solutions to suit their needs. It is on these behaviors that so many of the over-the-top (OTT) providers like Skype have built their businesses, isolating you from your customers, taking not just revenues, but your customer loyalty and helping to dilute your brand equity.

With continually increasing mobility and business decentralization, anytime, anywhere access to high quality, reliable communication services has never been more relevant or important. The telecoms industry is again at a tipping point, existing models have been stretched to their limit and new, more nimble competitors are encroaching dangerously on their subscriber base.

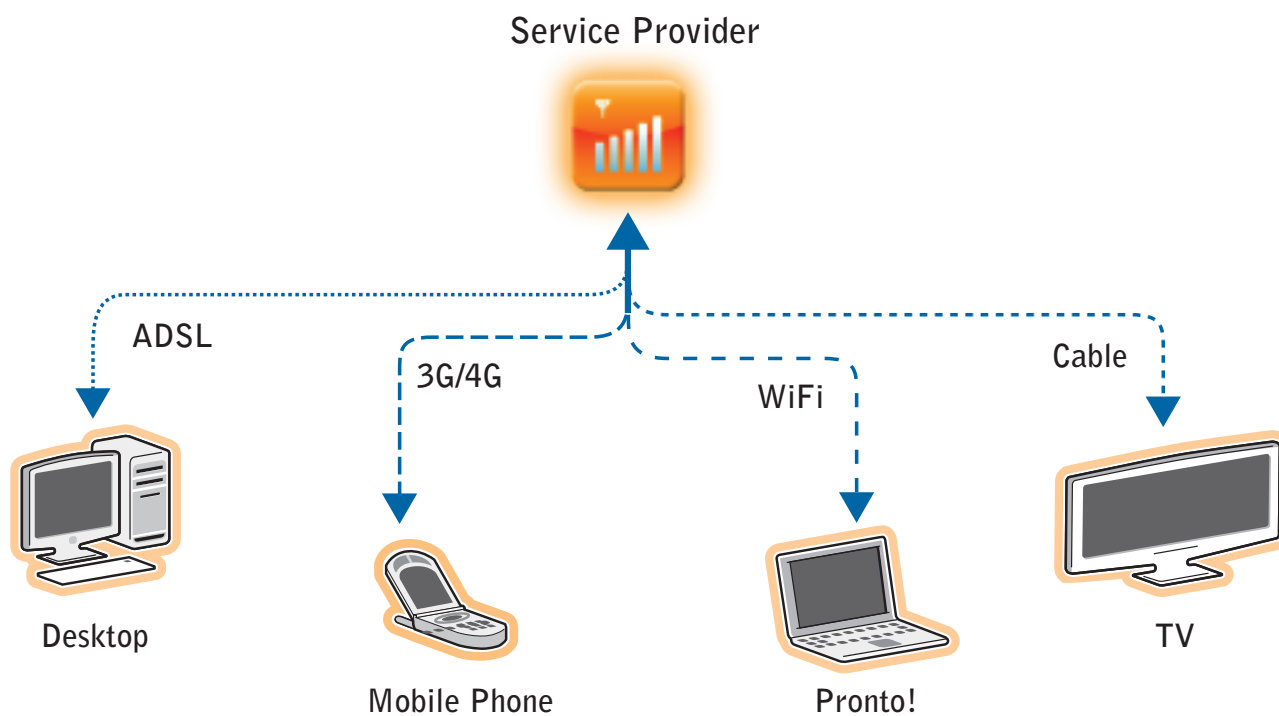
These days, more than ever, people leave the home or office, or the country, and turn to the Internet applications

to fulfill their communication needs. That is lost revenue, and worse; the operator loses brand and in the face of the customer they lose loyalty. The really sad thing that I hear all the time is most people want more reliable and secure services from their operator, but do not have access to it, in a simple and easy application like Skype. In fact, in our cable and fixed ADSL operator subscriber survey, when asked if they would use a service from their existing operator if they had easy access from their mobile or laptop, more than two thirds responded "most likely" or "definitely".

Juniper predicts that by 2015 almost ninety percent of the 215bn mobile VoIP (mVoIP) minutes will be carried by applications not owned by the operators. However, with every problem, an opportunity can be found, and here the opportunity is to build stronger relationships with your subscribers, increasing service usage and revenues, and securing more than the 10-15% market share that operators are currently being predicted to own.

If you are an operator today, especially here in Europe, where people are frequently crossing boundaries for both business and personal reasons, you want that "Branded Button" in front of the subscriber everywhere they go and anytime they need to make a call or access their content.

- **25% of the world's international calls are served by Skype**
- **2008-2010 Skype grew from 10bn-45bn international minutes**
- **mVoIP market predicted to grow to \$20bn by 2015**
- **300m 3G/4G mVoIP users by 2015 generating 215bn minutes**
- **80-90% of mVoIP minutes from OTT applications**



Our Internet friends are already capitalizing on these scenarios by making their applications easy to find, easy to use and easy on the pocket. Placing their applications on mobile and laptop devices, means their services are always within a fingers' reach, offering simple to understand pricing that is frequently much more attractive than roaming or premium rates offered by their operator.

It is already too late to take an outright defensive position against the OTT providers like Skype, Google, Facebook and many others, since they are too well entrenched and are much more nimble. We, the telecom community need to learn from them and offer our subscribers something with better quality, and better support. There is a lot to be learnt and the successful telecom operator of tomorrow needs to be ready to learn and adapt to these lessons.

One thing that I hear time and time again when talking to operators and their subscribers is that quality, customer care and localization are crucial, and that these qualities are simply something that the global Internet application providers cannot deliver on effectively. Rather than battling for the zero cost model, operators should be trumping the game with powerful services on every device

imaginable, linking the subscriber back to the brand and making your services more compelling, more reliable, more secure, and unified. Adding a button on the mobile phone for mVoIP services over wifi and allowing your subscriber to use a Web 2.0 client to access all services, away from the home or office is the best way to increase value in today's mobile world.

One of the most effective strategies I have seen working with Product Management teams in numerous Operators is that of building and maintaining the entire customer relationship cycle, from billing to support. Customer care is critical and expensive, but delivers value above and beyond what most Internet companies provide. When you have a question or problem with Skype, Google or Facebook, who do you call? Offering a solution for global telecommunications has to start with reliability, and offering a contact center, in native languages, that is effective in resolving customer issues places the carrier over and above the OTT providers. What I have learnt is that the demand for reliable telecommunication services is not going away, and in fact most subscribers really want, and will pay for a good relationship.

Find out more at: [www.communigate.com/showmepronto](http://www.communigate.com/showmepronto)

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