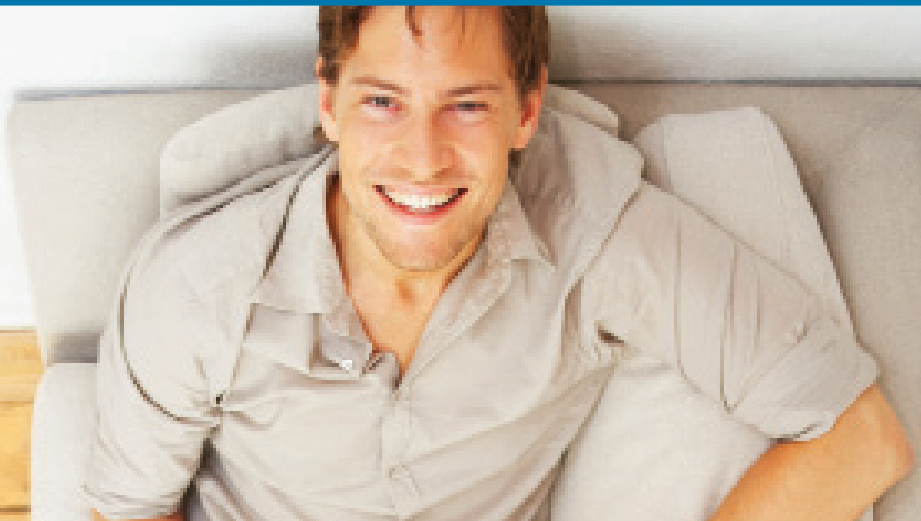


Dynamic Reports

eBill & Analysis direct to the inbox...



What do they do?

Imagine the chance to give your customers a comprehensive understanding of their bill and phone services at a glance... remove paper and postage costs, and at the same time cut queries to a fraction of their current level!

Dynamic Reports do all this and more. Designed for ease and speed of use, they are an amazingly cost-effective way to communicate comprehensive management analysis to all your customers every month.

Both versatile and flexible, Dynamic Reports can easily be adapted to accommodate your own branding - and the product features can also be adapted to give you exactly what you need...a combination you wouldn't encounter every day!

How does it work?

Providing web functionality via 'push' email, Dynamic Reports offer refreshing simplicity as well as high functionality. They're delivered directly to the user's email inbox in highly user-friendly format.

A home page or 'dashboard' provides all the basics including exception information from the user's bill. They can then access detailed user reports through 'drill down' functionality at the click of a mouse or via a strikingly clear navigation menu.

What's on the 'dashboard'?

The dashboard presents summary information in a succinct and readily understandable format:

- **My Details**- users can edit and submit contact details directly to the Telco as required
- **Bill Summary**- details overall bill charges, number of handsets/CLI's, total duration and totals calls
- **View My Bill**- provides access to an electronic copy of the user's bill
- **Observations & Actions**- allow the user to select an activity or trend to monitor and to define parameters for when this should be shown. The system then provides a link to the relevant report
- **Watchpoints**- allows the user to keep track of the most important dialled numbers and handsets/CLI's
- **Interactive Marketing Messages**- insert a banner or marketing message, based on customer usage patterns, with links through to the Telco's website
- **'Contact Me' Form**- makes it simple for customers to contact you directly from Dynamic Reports



How Dynamic Reports Benefits You

- **Encourage take up of eBilling-** a value add solution that encourages take up of eBilling and reduces the amount of paper billing - saving costs on paper, print, and distribution
- **Web functionality via 'push' email-** Dynamic Reports bring valuable information straight to the user's inbox
- **Low cost, high volume solution-** Dynamic Reports are a cost-effective, value-add 'push' solution that is financially viable to send to business or consumers
- **Unique marketing channel-** an effective way to transform the bill from a simple demand for payment into a unique touchpoint with great potential for marketing and brand building success
- **Drive website traffic-** embedded messages with hyperlinks encourage visits to the Telco's website, where information on other products and services can be accessed
- **Reduce billing queries-** by achieving a far higher degree of bill transparency, users are empowered to answer their own queries- especially where an electronic copy of the bill is included in the offering
- **Streamlined amendment process-** users manage their own contact details, making the entire process faster and smoother

How Dynamic Reports Benefits Your Customers

- **Direct delivery-** reports appear directly in the user's inbox, with easy access to the bill
- **Simple usage breakdown-** a selection of popular usage reports are displayed in the form of a simple chart-based breakdown. This promotes quick, easy, understanding of usage patterns at-a-glance
- **Immediate implementation of changes-** since the user updates details themselves, they have no need to go to the trouble of contacting the Telco - avoiding the consequent need to wait for any changes to be actioned 'through the system'
- **Monitor relevant activity-** the user can opt to monitor particular types of activity which are important to their company
- **Understand usage trends-** usage exceptions can be identified quickly, with developing trends picked up at an earlier stage
- **Access available on or off line-** because they are delivered via email, Dynamic Reports can be accessed either online or offline- whichever is the most convenient to the user at any given time
- **Secure delivery-** unique password protection assures a high level of security

Dynamic Reports at a Glance

Solution

- Dynamic bill analysis management reports
- Interactive dashboard and contact details
- Suitable for high volume low cost
- Option to include electronic copy of the bill

Audience

Scalable 'push' solution for Telcos looking for an ebill and analysis solution:

- Small business customers
- High spend single handset users
- Departments within corporate companies
- Consumers

Telco Benefits

- Encourages take up of eBilling
- Low cost, high volume solution
- Unique marketing channel
- Drives website traffic
- Reduces billing queries
- Streamlines amendments
- Highly configurable
- Rapid delivery to market

User Benefits

- Direct delivery
- Simple usage breakdown
- Updates made immediately
- Monitors relevant activity
- Easy understanding of usage trends