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up with a company distributing noodle packages to this market.”

“And our marketing people said, ‘There’s no way we can communicate with these people using television commercials or advertising.’”

“Finally, if you want to go into this segment,

you really need to control your costs. That was the resistance we had from our financial people.”

“After all, you need to have investment costs that are 20-30% cheaper than the regular kind of network – and you need to lower your cost to acquire these customers. Having said that, if

you can do these two things, these customers can be as profitable as the customers you have in mature mobile markets.”

What advice do you have for others thinking about growth opportunities?

“As at all mobile companies, our thinking tends to be too advanced. We think about new features, the latest mobile phones, the latest content and applications. This idea is about actually going the opposite way... trying to be the opposite of advanced, trying to go back to being very plain again.”

Bringing mobile data services to the mass market

By continuously broadcasting interactive messages to idle phones operators are prompting up to 32% of subscribers to use data services up to 9 times a month. Here we learn how.

No more than two clicks on a single button

With Interactive Broadcast, when users’ handsets go into ‘idle’ mode, their screens start displaying free messages containing valuable information, from the latest score in a football match to a flood warning. If users want more, they click ‘OK’. A menu opens instantly and offers a variety of relevant data services: reading the full story, downloading a ringtone, opening a WAP page or any other available service. Another click on the ‘OK’ button completes a transaction.

The impact on new growth markets

Interactive Broadcast is pioneered by Celltick, a UK company with a R&D center in Israel and offices in China and India. It is already deployed by key operators in new growth

markets, including China Unicom and Hutch India, where the service operates under the brands “HutchAlive” and “OrangeAlive”. Nearly 2 million mobile users around the world watch the broadcasts regularly. Of these, 28-32% respond to messages, each clicking 5 to 9 times a month. This adoption and usage rate is unprecedented in mobile data services.

Mass communication

Interactive Broadcast offers operators a unique means to communicate with their users in real time. Sending a SMS to 1 million people, for example, would take between 30 minutes and 5 hours (depending on the operator’s infrastructure and the network load). Using Interactive broadcast, the same message can reach these people in less than 4 seconds. And it does so without overloading the network.

Extending the reach

Interactive Broadcast is a standard feature in GSM networks and does not require the presence of GPRS, although it can be combined with GPRS based services. Services

such as SMS based on Interactive Broadcast can be offered in networks and locations where GPRS has not yet been rolled out, and to handsets without GPRS. Interactive Broadcast therefore can be a means of potentially reaching all customers with service offerings, instead of reaching only a fragment through the GPRS channel.

This article has been contributed by Celltick  www.celltick.com



Introducing HutchAlive.
Non-stop action flashing on your Hutch phone.

