

Acquisition Genie

REAL-TIME CUSTOMER ACQUISITION TOOL

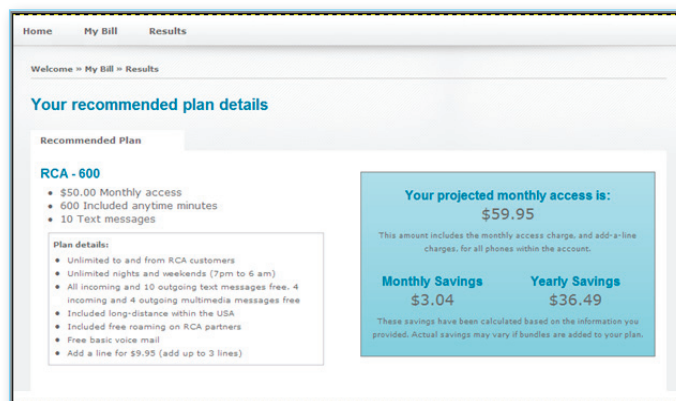
Often the biggest purchase barrier for customers is confusion as to which is the best plan for them. They also need to see what benefits and savings your plan offers compared to their current provider. If you can get them to understand this, then you're ready to close the sale.

That's where Acquisition Genie helps. This Web-based tool allows you to show your plan recommendations to your customers quickly and easily, giving them a clear idea of what you offer them. Easy to use and incredibly quick, it works like this:

- Customer uploads their most recent bill, or alternatively answers a few short questions about their usage.
- Acquisition Genie analyzes the information and compares the customer's current rate plan against all the rate plans you offer.
- The best possible plan is then recommended within 10 seconds and the Genie calculates the savings the customer will receive.

Features

- Web-based, customer-interactive, acquisition tool
- Simple and quick invoice upload
- Intuitive Usage-Wizard
- Real-time analysis
- Immediately (within 10 seconds) recommends a plan
- Recommendations for add-ons (i.e. text bundles, data bundles, etc.)
- Calculates monthly and yearly savings benefits
- Gives immediate connection to customer service
- Option to deliver analysis by e-mail
- Can be customized with your corporate identity and branding
- Extensive tracking and reporting capabilities



Benefits

- Shows customer-offers tailored for their individual needs.
- Gives accurate results customers can see immediately.
- Provides a distinct advantage your competitors will struggle to match: Direct comparison of the new offer to your customer's current plan.
- Minimizes your acquisition costs by providing quick and cost-effective plan recommendations.