



The Experts in Telecoms Data Management

# Acquisition Genie - Real-Time Customer Acquisition Tool

Acquisition Genie is a retail self-serve tool which helps customers select the handset and rate plan combination that best suits their needs. The recommendation is made in 5 easy steps, and your customer will feel confident that they have selected the right plan and handset for them.

## Introduction

Acquisition Genie uses intuitive touchscreen technology to walk customers through the selection process for handsets, plans, add-ons and accessories. Using a simple wizard, the customer can answer simple questions that enable Acquisition Genie to determine the best handset and rate plan combination for them, or they may use actual data, extracted from their current usage for comparison purposes.

## Handset Selection

The handset selection screen shows images and basic information for every handset currently available, for all carriers. (See reverse, for illustration.)

The retail store has the ability to promote handsets they would like to recommend for any number of reasons. For example:

- Special promotions
- Carrier sales incentives
- Handset profitability
- Overstock

The customer only has to tap the phone model on-screen to view detailed information, such as price and functionality.

To view a side-by-side comparison of any two handsets, a customer may drag the images of two handsets to the "Compare Phones" section of the screen.

A selection criterion feature helps the customer filter their choices based upon specified requirements (i.e. carrier, handset type, operating system, manufacturer, feature, etc.).

When ready to purchase, the customer may drag one or more phones into their shopping cart.

## Rate Plan and Add-On Selection

Once the customer has selected their desired handset(s), the customer has the choice of selecting their current provider's plan options, switching providers, or choosing their very first plan.

If the customer has a current plan, they can extract usage information (texts, minutes, data) from their current bill, using Acquisition Genie's Bill Scrape feature. If the customer does not have a current plan, or does not wish to use recent bill information, the Plan-Selection Wizard will walk the customer through a series of simple usage questions for each handset, in order to approximate future usage.

Acquisition Genie compares the customer's usage responses against every available rate plan, including bundles and add-ons. Acquisition Genie will recommend the best rate plan for the customer, customized to their personal usage patterns.

The customer may accept the recommended plan, or override the recommendation by picking another plan or by selecting different add-ons.

## Accessory Selection

After the customer has selected their handset(s) and rate plan, they are offered accessories, recommended for each of their handsets (i.e. cases, bluetooth, car chargers, etc). The customer may touch the image of any accessory to get price and details. The accessory is purchased by either dragging it into their shopping cart or by touching the selection bar.

## Checkout

When ready, the customer may check out. At this time they will be asked to enter their name, and their order will be sent to the sales counter for fulfillment. The customer may then go to the sales counter to pick up their order.

## Benefits

- Fast, easy to understand, fun to use.
- Self service kiosk speeds up the sales process, and improves customer service in a busy store.
- Great user experience, increased customer loyalty.
- The retailer can promote the handsets they prefer to sell.
- The customer is sold a handset that is suited to the features they presently use, or may use in the future. When the customer is immediately satisfied, profitability is increased for both the carrier and the store.
- Eliminates the confusion and insecurity around rate plan selection. The customer is shown plans that are suited to their existing phone usage, which builds trust, loyalty, and minimizes the risk of churn.

## Features

Touch-Screen technology enables users to touch or drag an image on the screen, to view or select items.

Bill Scraping technology enables Acquisition Genie to extract the customer's actual usage and handset information directly off of their latest bill.

With the customer's permission, Acquisition Genie scans the customer's online account, and imports information about their current handset and usage patterns. This information is used to accurately recommend the best possible rate plan to match their actual usage.

The Plan-Selection Wizard assists the customer in determining usage when recent data isn't available for a bill scrape, or the customer doesn't wish to use their current account as a basis for future usage.

**Step 1 - Select Your Phones**  
Note: You can purchase or compare phones by dragging them to the appropriate area.

**Recommended Phones**

- Apple® - iPhone 4 with 32GB Memory - White (AT&T)
- BlackBerry - Torch 9800 Mobile Phone - Red (AT&T)
- LG - GU295 Mobile Phone - Black (AT&T)
- Motorola - Bravo Mobile Phone - Black (AT&T)

**Compare Phones (Drag Items Here)**

**Shopping Cart (Drag Items Here)**

Cost (Monthly): \$0.00  
Cost (One Time): \$49.99  
Mail-In Rebates: \$0.00

Mobile 1: Existing  
Mobile 2: BlackBerry Torch 9800

Touch for Summary

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