

## iTel Mobile Call Through Dialer



### A Case Study

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## Case Study: iTel Mobile Call Though Dialer

Mr. Adam Zakaria from Belgium has been a calling card user for the last 10 years, using the same to connect with his family based in Morocco. This was the cheapest way of getting in touch with them amongst the various telecommunication services available in Belgium. But with the advent of the mobile phone, Adam did not remember phone numbers like before when he used to dial from his landline phone at home. Increasingly, he found it difficult to use calling cards, as he had to dial multiple numbers and remember phone numbers or jot them down on a piece of paper before starting to make the calls.

In some cases, Adam had also lost money as he made some mistakes in entering numbers, which led to wrong connections and deduction of balance. So his faith shattered in calling cards, he reduced the usage and began relying on his mobile phone to make calls, albeit paying a much higher price. Due to this, his communication with family back in Morocco also reduced, which was not a happy situation for him – but he could only afford limited number of talking minutes based on the rates charged by his mobile service provider.

A friend of Adam told him about this mobile application (iTel Mobile Call Though Dialer) that he uses to make calls back home and how good the rates were. He informed Adam that earlier he faced the same problem, while using a calling card but with the use of this app, he now just selects from phone book and dials.

Adam on hearing his friends experience decided to try this mobile app. He visited their website and downloaded the app from Apple App store – and discovered that this mobile app provided direct access to the phone book and he need not remember or dial the destination numbers any more, as reported by his friend. Adam is back to using calling cards, now through this innovative mobile application embedded on his smartphone and has increased his calls to Morocco significantly.

Tulp Solution, a leading European [Cheap International Calls](#) Services company based in Netherlands. The calling services company, which introduced this mobile application developed by REVE Systems in Belgium and Netherlands, has seen rapid customer adoption of this mobile app, primarily through word of mouth.

### **Company's Benefit**

Due to this mobile app, Tulp Solutions got thousands of new customers in Belgium in the last two months. Customers use it to make [cheap calls to Pakistan](#), India, etc. What's also unique is that they saw customers who were making local mobile to mobile calls using their platform, which was not a big segment earlier.

### **Marketing & Awareness**

When the company launched the Mobile App, branded in their name, they just put the information on their website and had the application available on Apple App Store. Within weeks, they saw customers using the access numbers via this application and their minutes of usage (MOU) started increasing. After a survey, they came to know that the new customers came through existing customer referrals and word of mouth; as they hadn't spent any marketing money behind the same.

### **Feedback from Service Provider**

According to Tulp Solutions, the mobile app has not only generated good market response but also boosted its revenue. The company is now working together with REVE Systems to launch this mobile app in other brands operating in other EU countries.

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