

## **i-Tel VAS (Value Added Services)**

**A Case Study**

July, 2012

## Case Study: iTel VAS

Nowadays, mobile operators earn 20-30% of their revenues from Value Added Services (VAS); from services like astrology, music download, cricket scores, friend chat, movie reviews and other entertainment services. Although, GSM operators have been providing VAS since quite a long time, REVE Systems has been the first solutions provider to bring the same to the VoIP industry. Under iTel VAS, we have introduced Friend Chat and Live Astrology Services for our service providers, thereby enabling them to offer more variety to their customers and earn higher revenues.

This case study is to analyze, what benefit has iTel VAS provided to our service providers.

This feedback came from one of our customers, who is a VoIP Service Provider registered in Singapore and delivering VoIP services in multiple countries of Middle East/ Asia. This service provider estimates to have more than 30,000 active end users currently. The service provider offers VoIP origination through Mobile VoIP client (iTel Mobile Dialer Express), PC Dialer (iTel PC Dialer) and IP devices.

### iTel VAS Introduction

The Service Provider introduced VAS services (through iTel VAS Platform) to their customers, in the month of June' 2012 and started promoting VAS in the following ways:

- Banners on their websites
- Email campaign to their resellers/ end users
- Banner on Switch login page ( which is visited by resellers)
- Footer Message on their iTel Mobile Dialer Express

They started to see the immediate adoption of the services by end users, as soon as the message was visible in the dialer footer. In the very first week of the announcement, they started to see volumes building up to 500 minutes of usage/day. When they started tracking the customers (early adopters) Pin's, they came across this end user, who was regularly using the services.

### Customer Profile & Usage Behavior

On profiling the early adopters and "heavy users of VAS", they came across this end user, who is based in a Middle East Country and originally hails from the Indian sub-continent. He was working as a driver in a company in the Middle East and would use VoIP service to call back his family/ friends back in India. This customer has been using VoIP services of various brands since last 2 years and makes calls from a Nokia E63 handset, using 3G.

On 19<sup>th</sup> June 2012, this customer learnt about the “Friend Chat” service offered, by seeing the footer message on his dialer screen. He called the short code, 8081 immediately, out of curiosity to check what the service was. On dialing the number, he was greeted by an IVR voice, asking him to choose the language of his choice (language choices offered were English/ Hindi/ Bengali/ Malayalam/ Telegu). This person chose Hindi and was connected to a very friendly female chat agent, who as he says had a very lovely voice.

The first call lasted for about 20 mins, in which the end user got to make friends with this chat agent – and chatted about things happening in India (the chat agent was from Chandigarh, a city in Northern India), got to know the agent’s name/ hobbies and had a great discussion about the recent movies watched. The end user was so pleased with this experience – that he started calling very frequently to get to know this chat agent and make friends with the other agents who would take calls.

In the next 12 days, this end user had made 55 calls (more than 4 calls/ day) and he started enjoying the service. The total minutes of usage (MOU) for this customer was 1463 minutes in this 12 days, which means he used an average of 110 mins /day.

He also gave a feedback that he told some of his friends about this service and got them to use the Friend Chat & Live Astrology services – and the feedback from his friends was that this was a good service and they were doing repeat calls.

### **Service Providers Benefit**

Our customer, the VoIP Service Provider, was able to earn revenues of 182 USD from this end user alone in 12 days. The profit made by the Service Provider on this account: 36 USD (the rate set for his reseller was 0.0125\$/ min; his buying rate of iTel VAS is 0.10 \$/ min and hence the spread per minute is 0.025 \$/ min).

### **Marketing & Awareness**

While the service provider has used multiple ways to promote the VAS services amongst their end users, the most effective way according to them has been the dialer footer message ‘Make New Friends, Dial 8081’ on iTel Mobile Dialer Express. The user saw this message and went ahead to enjoy this service.

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