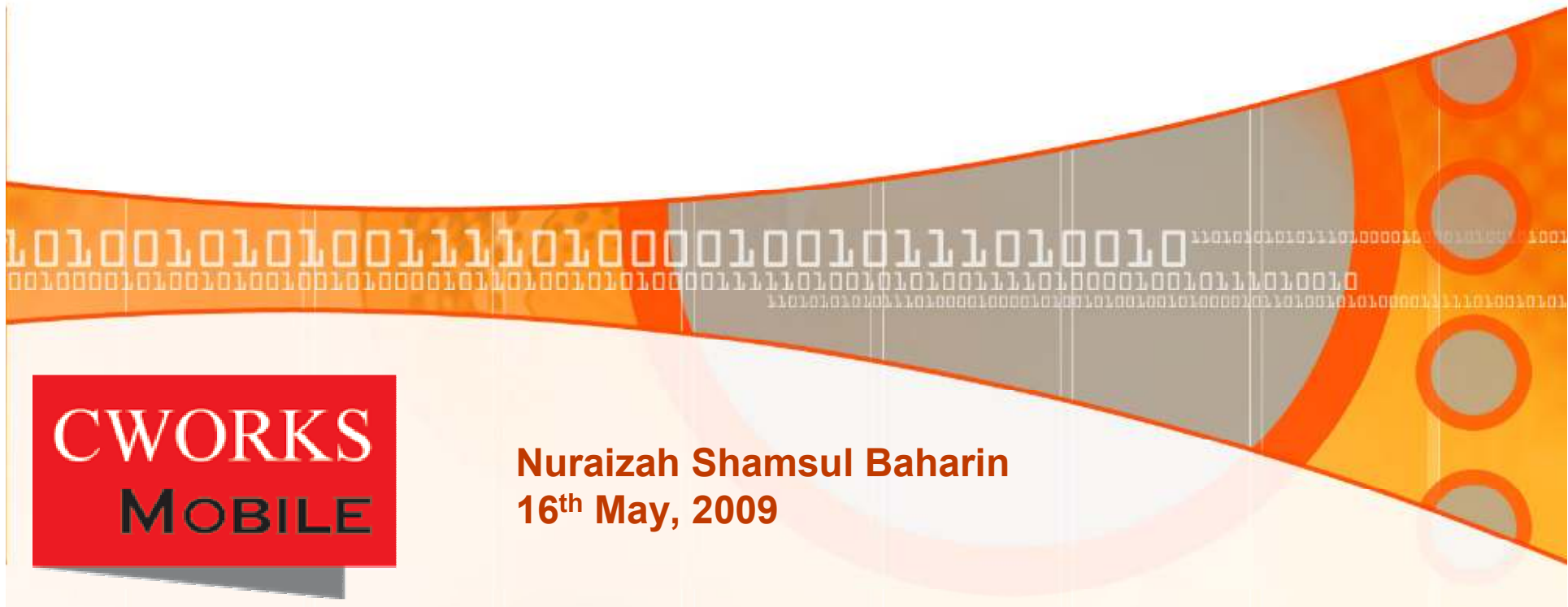




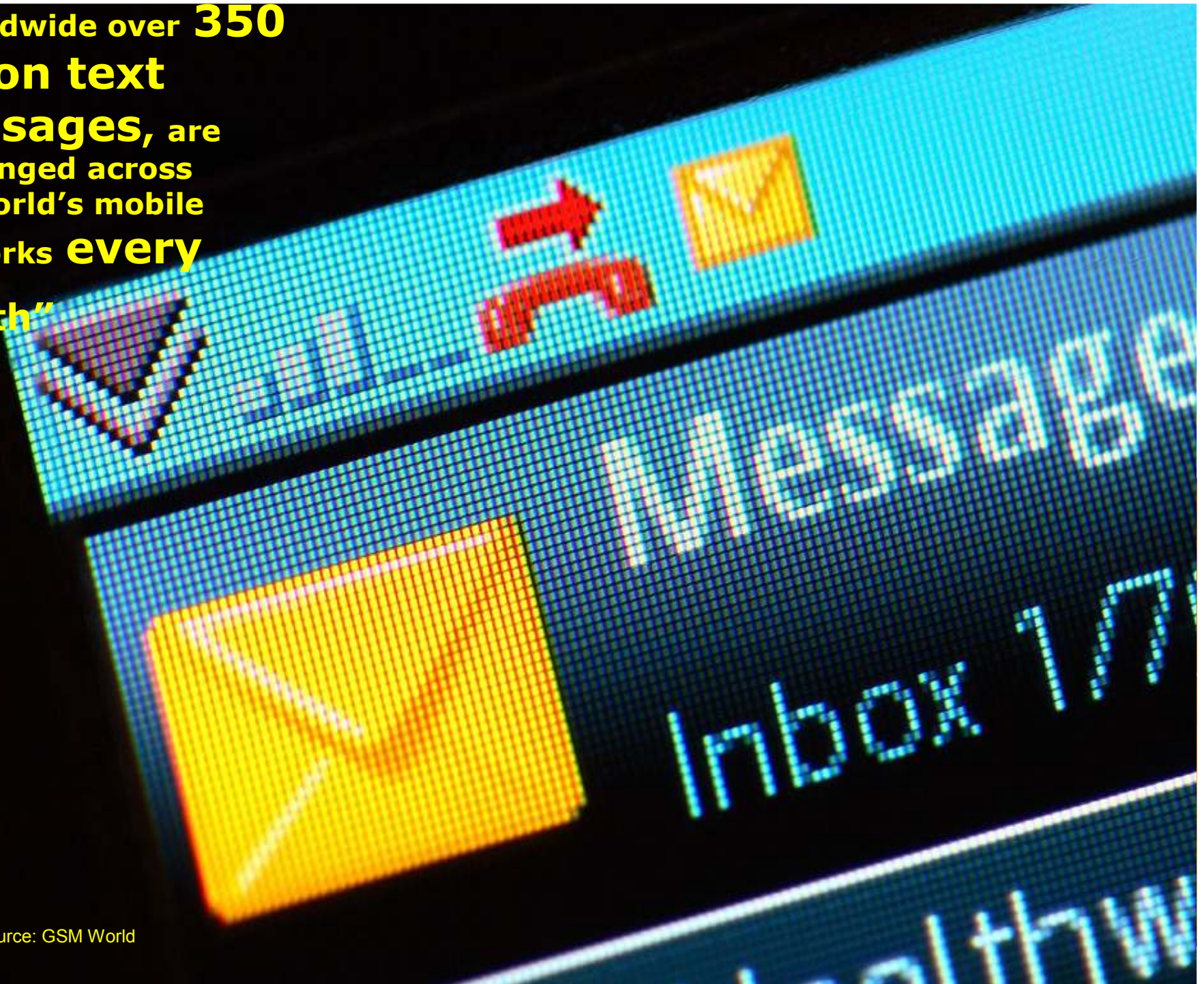
Using Mobile Technology As A Business Tool



CWORKS
MOBILE

Nuraizah Shamsul Baharin
16th May, 2009

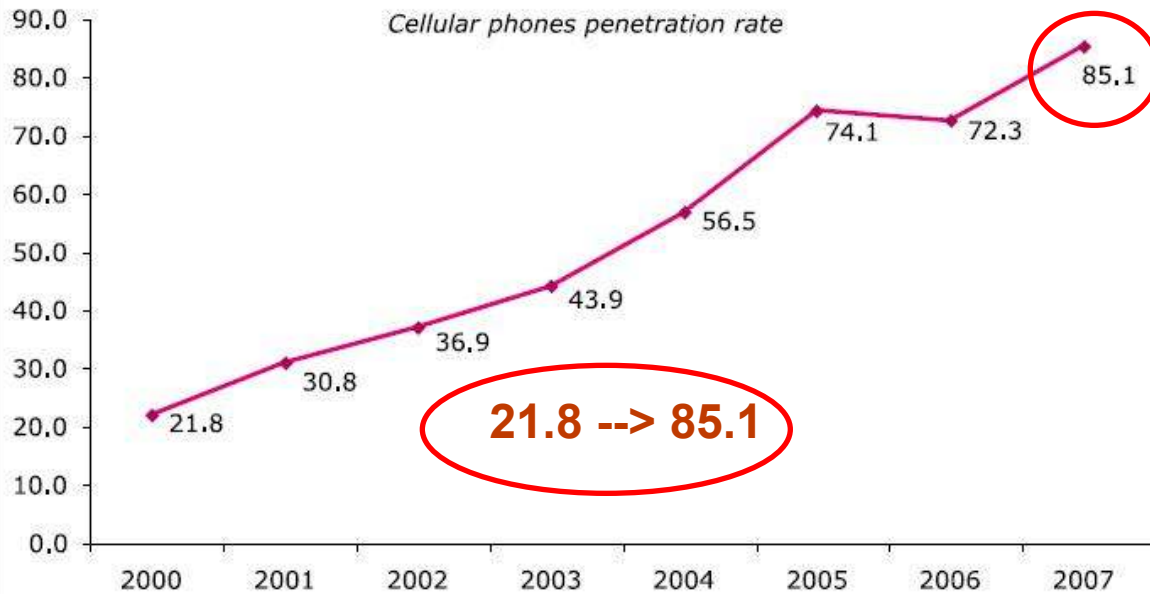
“Worldwide over 350 billion text messages, are exchanged across the world’s mobile networks every month”



Source: GSM World

Malaysian Stats

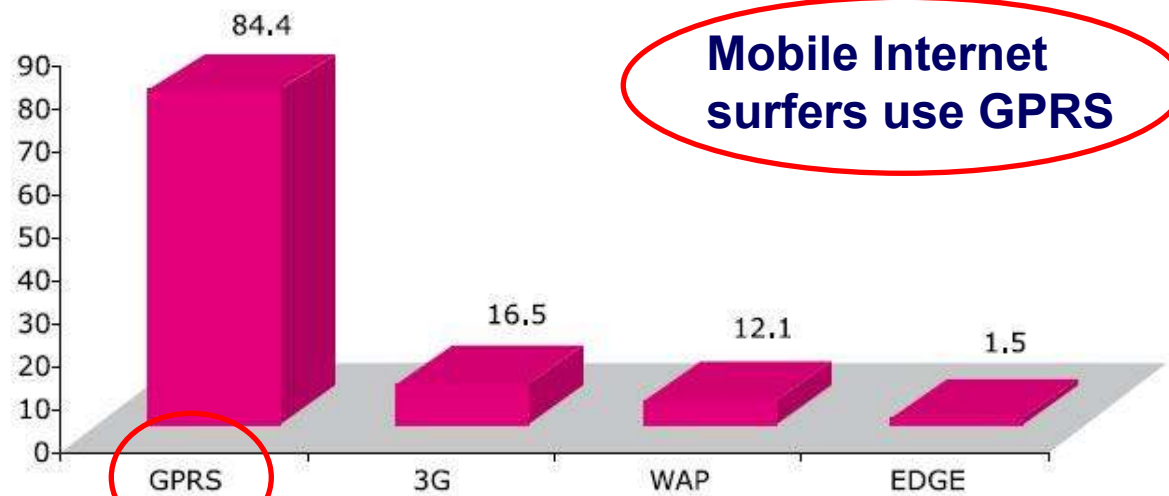
Kadar penembusan telefon selular
Cellular phones penetration rate



21.8 --> 85.1

Age category	Percentage		
	2005	2006	2007
Pre-teens & teens (up to 19)	13.1	20.5	20.9
Adults (20-49)	78.2	66.8	66.0
Seniors (50+)	8.7	12.6	12.3

Peratus pengguna telefon selular melayari Internet mengikut jenis akses
Percentage of cellular phone users accessing Internet by type of access



Mobile Internet surfers use GPRS

GPRS

Mobile Technology

- What is SMS?
- What is a mobile application?
- What is a short code?
- How is money from SMS collected?
- What type of SMS are there?
 - Bulk
 - Premium



ONESUARA

**Using Mobile
Technology As A
Business Tool**

Why use mobile technology?

- Increase visibility of your business?
- Create new leads?
- Increase conversion rates?
- Get customers to come back for more?
- Develop personal relationships with your customers easily?
- Targeted and direct marketing?
- Keep customers informed/reminded/notified?
- Improve your services?

What is **ONESUARA** ?

- *A Mobile Communication Manager*
 - *Send messages to thousands*
 - *Stores customer information*
 - *Integration to existing system*
 - *Direct publishing of information to web*
- *Build relationships with customers*
 - *Keep in touch – Send greetings (birthday, holidays, festivals) via SMS or customized MMS*
 - *Get feedback – Satisfaction survey / suggestions*
 - *Send news, latest promotions, new services*
 - *Offer mobile coupons*
- *Communication tool for internal use*
 - *Broadcast info/news/directives to staff*
 - *Collaboration tool for setting meetings, deadline reminders, etc*

Why Should You Consider OneSuara?

- *New Media for CRM*
 - *One on one communication*
 - *Extend to MMS, mobile app catalog*
- *Measurable marketing campaign tool*
 - *Can track effectiveness of services*
 - *Each SMS sent reaches intended target*
 - *Push advertising*
- *Web based system*
 - *Central access to customer information*
 - *View SMS received & manage replies thru Internet*
 - *Scheduling & grouping capabilities*
 - *Contacts profiling*

Type Of Services

- SMS
 - Bulk SMS: Broadcast
 - Premium SMS: Information On Demand (IOD), Subscription
- MMS
 - Customized MMS greetings
 - Static or animated MMS
- Mobile Applications:
 - Mobile catalog (directory services, facilities listing)
 - Mobile brochure

SMS: Communication Tool

- Latest product/services updates
- News on latest happenings
- Information on activities
- SMS Coupons
- Special offers/ promotions

SMS: Personal Relationship Tool

- Build a customer database
- Maintain personal relationships using an automated tool
 - Send automated birthday greetings
 - Send messages with individual's name
 - Send season's greetings
 - Set automated reply to SMS received

SMS: Order Processing Tool

- Allow customers to request information on available products/services
- Set anniversaries/birthday dates and remind customers to purchase
- Allow customers to make orders
- Allow customers to confirm orders
- Receive confirmation on order delivery

SMS: Advertising Tool

- Allow other businesses to advertise products/services to your customers
 - Manicure/Hair Salon
 - Radio Station/Car service
- Receive suggestions/feedback
- Conduct SMS surveys
- Offer SMS subscription services
- Upsell mobile applications

Training Centers

- Registration process
- Call to action – member invite members
- Invitation to join refresher course
- Reminder notes on what was learnt
- Feedback / Survey
- SMS Services

Service Industry

- Supply chain – Ordering, Confirmation, Pick Up/Delivery
- Next appointment/purchase reminder
- Information about services



ONESUARA

**How Mobile
Tech Generates
Revenue**

Advertising

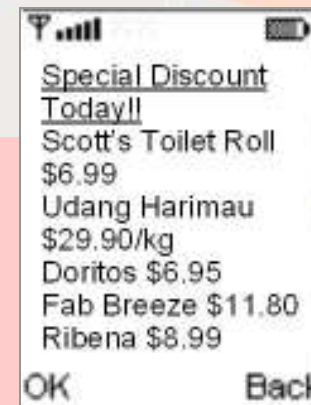
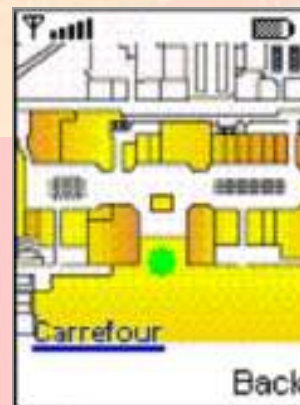
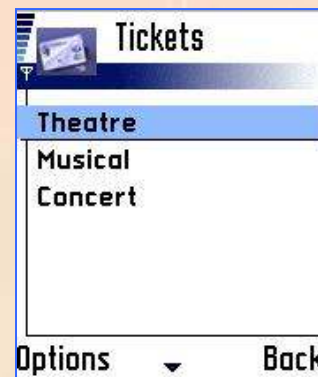
- Use SMS to promote your products and services
 - To attract customers to visit your shop or website
 - Inform on special promotions, sale, special offers
- Use SMS to promote your “brand” name
- Sell “controlled” advertising with your database

Premium Services

- Charge for services given
- SMS coupon discounts
- Run contest
- Create value added services
 - Subscription
 - Mobile downloads
 - Mobile catalog

Mobile Applications

- *A convenient tool to present services offered in mobile booklet or catalog*



TV, Internet & Mobile Campaign



TV Show
Internet for details
SMS registration
SMS for community

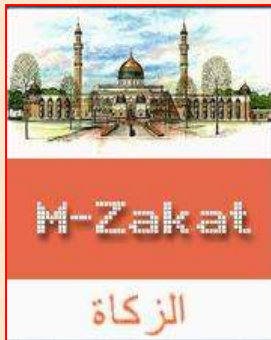
A screenshot of the 'Jaguh Futsal RTM' website. The header features the show's logo and a navigation menu with links: 'Menu Utama', 'Jaguh Futsal', 'Kalender', 'Galeri', 'Video', 'Profil', and 'Kelab Penyokong'. Below the header, there are three main content areas:

- Peraduan SMS JFRTM**: A section for a weekly quiz. It includes a 'Soalan Mingguan' (Weekly Question) with an example question about TV stations, a 'Cara Menjawab' (How to Answer) section, and two answer buttons: 'M1 <jarak> TV1' and 'M2'.
- Video Tema Jaguh Futsal RTM**: A video player showing a scene of people on bicycles in a park.
- Penaja Jaguh Futsal RTM**: A list of sponsors, including 'Penyar Rasmii Televisyen: rtm' and 'Penaja-Penaja Lain:' with logos for various organizations.

At the bottom right, there are logos for '100 PLUS' and 'KOSMO!'.

Corporate Gifts Mobile Apps

Islamic Applications



- *Haji & Umrah*
- *Surah*
- *Solat Times*
- *Doa Harian*
- *Doa Tahlil*
- *Zikir*
- *Zakat*
- *Kalendar Hijrah*
- *Islamic Games*



Health Applications

M-Health		
Noodle Dishes 47		
Food Name	Gr	KCal
Ban mian, fish head,	858	833
Ban mian, soup	528	476
Beehoon, fish head,	663	666
Beehoon, fish slice,	686	349
Beehoon, fried, plai	199	252
Beehoon, with cuttle	355	379
Char kway teow	385	742
Chasoba	279	173
Chee cheong fun, cha	81	65

Options Exit

- *Pregnancy Calendar*
- *Health Helper*
- *Immunization Calendar*
- *Calories Database*

Productivity Tools

New service

Service Date:
17/01/2006

Service Type:

- Minor
- Major
- Battery
- Tyre

Options

- *Financial Calculator*
- *Holidays Calendar*
- *Country Codes*
- *Emergency Contact No.*
- *Password Keeper*
- *Transit Map*
- *Sign Language*
- *Autocare*



ONESUARA

Screenshots

Creating New Message

Scheduling

New SMS Message

Please insert the expected send date and the message.

Category :	Advertisement	Charge :	Bulk
Send Date :	2008-10-21 12:40:25		
Repeat :	Every 0 Month		
Repeat End Date :	2018-10-21		

Message :
Hi [name], please contact us at 03xxxxx or myemail@company.com for more product info.
Total Character Left: 75

Please note : The maximum size of your message shouldn't exceed 160 characters.

Recipient List		
<input type="checkbox"/> No	Name	Mobile
There is no record to be displayed.		

Cancel

To add a new member please choose the search mode and insert search value followed by clicking the Find button

Search By : Member Name Find

Inserting Customer Details

Entering one at a time

Add Member Detail

Member Name	:	<input type="text"/>	
Mobile	:	<input type="text"/>	(Start with country code e.g. 601923454)
IC	:	<input type="text"/>	(No space. e.g. 77001211015327)
Sex	:	<input type="text"/>	(M for Male/F for Female)
Age	:	<input type="text"/>	
Date Of Birth	:	<input type="text"/>	(Format YYYY-MM-DD)
Email	:	<input type="text"/>	
Info	:	<input type="text"/>	

Mass name upload
- Excel or CSV file upload thru backend

Grouping

Please insert a group name and its notes

Group Name :

Group Code :

Notes :

Group Details.

Group Name : Group Code :

Notes :

Group Member

No	Name	Mobile	Since
2	Azhan	60193839443	2008-07-23 16:12:46.0
1	CWorks Saiful	60193304281	2008-07-23 16:12:03.0
4	Nicholas	60193862823	2008-08-25 10:23:59.0
Total		3	



ONESUARA

My Customers

Customers we look for

- *Increase visibility of your business?*
- *Increase your revenue?*
- *Develop personal relationships with your customers easily?*
- *Targeted and direct marketing?*
- *Keep customers informed?*
- *Improve your services?*
- *Create new leads?*
- *Become our resellers?*

Financial Consideration

- Bulk SMS
 - Web based system
 - Reporting tool
 - Monthly access fee: RM20
 - RM0.11 per SMS sent (unlimited use, no monthly commitment)
- Premium SMS (short code 33080)
 - Set-up fee: RM1,500
 - Monthly access fee: RM300
 - Revenue sharing: 50% to CWM, 50% to partner
 - SMS priced at RM0.30, RM0.50
- Customized MMS (RM75/MMS)



Thank You

**Join our
referral program!**

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