



Instant Business Results with BookIT iSMS[®] Mobile Solutions

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As a marketing campaign manager could you image getting immediate 45% response and renewal rates for newspaper subscriptions? Or as a field-force manager to manage the workflow with 50% less staff than normally? It is possible and it is possible right now.

Advanced mobile communication methods are useful only when accepted by end users. BookIT iSMS® solutions free your customers from service codes, passwords, network compatibility and service availability issues and enables them to interact with you in the simplest possible way – by a push of a button.

Proven business results with BookIT iSMS® mobile solutions

Examples of achieved results

- Effective marketing - 39% ordered a trial
- Increased sales - 42% renewed subscription
- Improved customer service - 15% revenue increase due to efficient customer service
- Cost efficient resource management – significant savings thru efficient use of staff
- Surveys with a 66% response rate
- Efficient event management with a 97% response rate

BookIT iSMS® mobile solutions in nutshell

- Immediately in use
- Quick and Easy customer interactions
- One button principle
- Works on any phone
- No client software to the phone
- Works anywhere in the world on any operator

The patented technologies behind BookIT solutions offer unique features like global roaming, session control and authentication to manage complete customer interaction processes instead of just transactions. These features help you to offer widely accepted and used services that can also make money.

Proven Benefits and Instant Business Success with BookIT iSMS® Mobile Solutions

The iSMS® services work with all mobile phones, GSM networks and SIM cards. The services can be taken into use immediately without new devices, new software, complex configuration or training. This helps to launch new and ease-to-use iSMS® services that can bring you instant business results and other benefits.

Efficient Marketing

Increased Sales

Improved Customer Service

Cost Efficient Resource Management

Surveys with better hit rate

Efficient Event Management

BookIT 2-way iSMS®

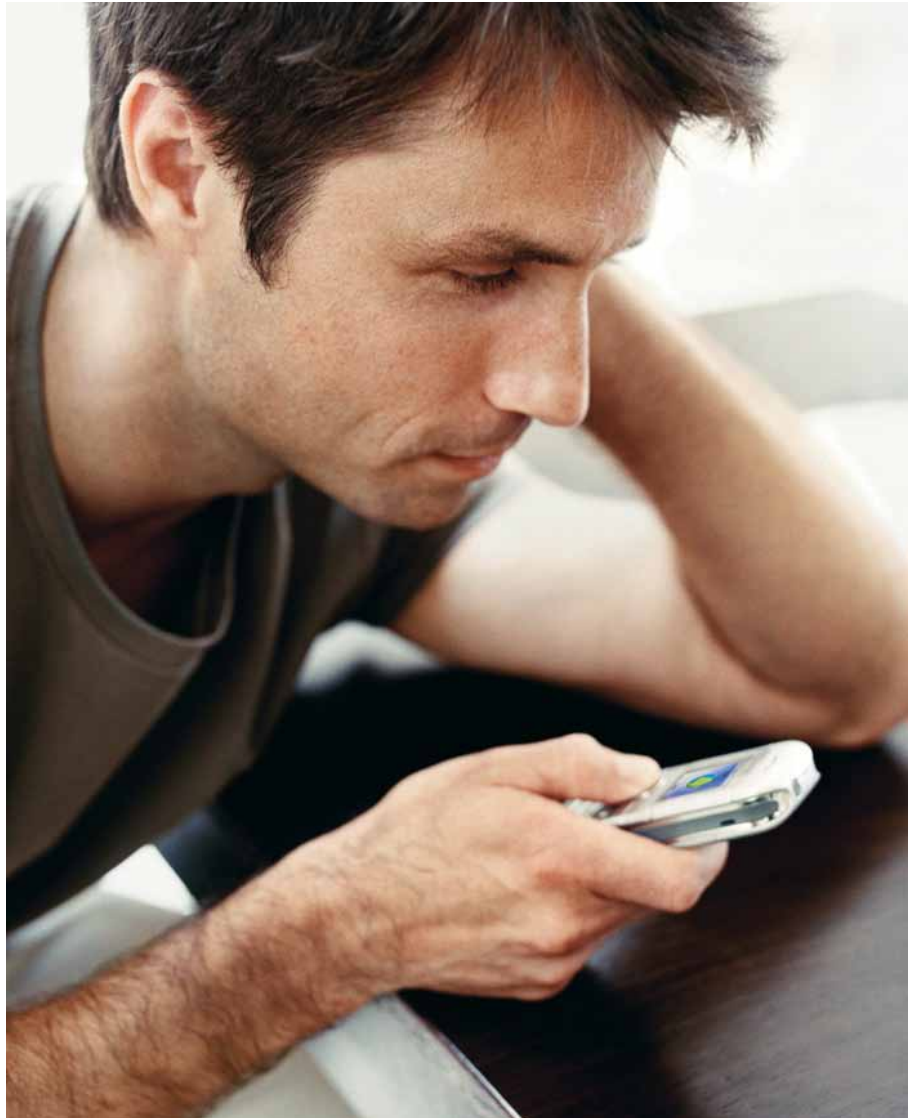
Instant Business Success

Effective Marketing

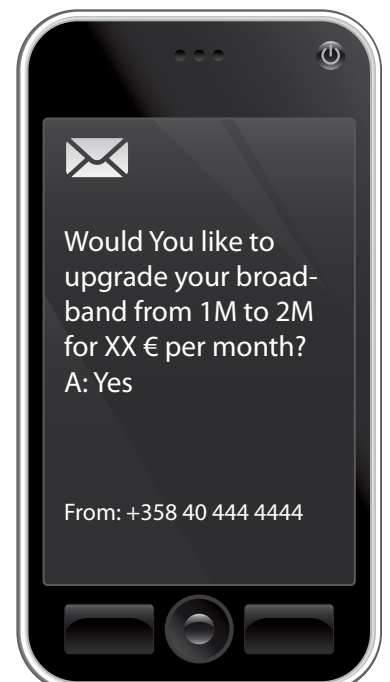
How to reach the right segment, get recipients' attention and activate them to respond are the usual challenges with any marketing activities. With iSMS® you can send targeted and personalized campaign messages, offer different options to respond and therefore get immediate results.

Case 1: Operator broadband promotion

"We have been promoting our broadband service and targeting the existing customers with traditional channels; direct mail, email & CC. It was difficult to get any response and our efforts were ignored. Then we tried the same with iSMS®. The upgrading of broadband service from 1M -> 2 M was launched as a part of Christmas campaign and iSMS® campaign was sent to 16,294 customers."



- 14% of customers replied within set time from which
- 87% of replies came within first 24 hours
- 59% ordered upgrading by iSMS®
- 41% asked for more information by iSMS®
- 32% ordered after receiving additional information by iSMS®



Increased Sales

Telemarketing is often used to reach current as well as potential new customers. However, it is often an irritation factor for the consumers to try to bear the sales talk. For the company it is also a continuously rising cost factor. With iSMS® you can bypass these obstacles.



Case 2: Renewal of newspaper subscription

The newspaper company wanted to improve their subscription renewal process and they launched iSMS® service to reach the existing customers more efficiently. Target

group for the renewal campaign was customers, whose newspaper subscription was about to end. The campaign offered three different options for the price and subscription period and the offer was valid only for a day.

- **Response and subscription renewal rate was 42%**
- **85% of the orders came within 2 hours**

Improved Customer Service

In all businesses and industries customer service is a critical function since it ties the customer to the overall life cycle of the service and product. The customer stays as a customer due to good care and service.



Case 3: Vianor car service

Vianor is the biggest retailer of tyres in the Nordic countries with 170 retail stores in Finland, Sweden, Norway, Lithuania and Estonia. For Vianor who sell over a million tyres each year, developing processes for offering 5-star services has always been a top priority.

Previously the management of seasonal peaks has presented a major challenge to Vianor. The customer service is crucial for

appointment scheduling and operations. When the weather conditions change everybody wants to change their tyres immediately. The contact center handling the enquiries becomes overloaded and web - based services do not reach everybody.

iSMS® service was taken into use to offer proactive and well managed customer service. After the deployment of iSMS® service the results were amazing.

- **15% increase in revenue with same capacity**
- **Season grew longer and all customers were serviced**
- **Customer satisfaction and the number of new customers grew significantly**

Interactive customer communication using the iSMS® solution immediately improves profitability, customer service and satisfaction as well as competitiveness.

Cost Efficient Resource Management

Mobile applications have been adapted to optimize the use of resources in different field force environments. The challenges, however, lie often within the implementation of proprietary systems (mobile client – server). These are often costly and require specific terminals to be integrated into the rest of the IT system. The unique features of iSMS® resolve these challenges.

Case 4: Helsinki City Rescue Department

The Helsinki Rescue Department is the largest rescue department in Finland and is responsible for rescue operations, first aid, emergency ambulance services and civil defense in the capital's demanding operating environment. Helsinki Rescue Department receives over 44 000 alarms annually.

The BookIT iSMS® solution was launched to raise staff readiness in case of emergencies and also in managing working shifts. The Helsinki Rescue Department was able to cut the delay times, upgrade the alert level and alert personnel more efficiently than before.

Following achievements were reached.

- **Managing working shifts efficiently**
- **Easy-to-use and respond**
- **Real time process and follow-up**



The results were possible because the application is easy to use. The user is not required to activate the system, remember any service numbers, passwords or any other instructions.

The similar suitability of the iSMS® service was also proofed by a grocery store chain in their resource management.

"With the new iSMS® service our management enhanced considerably the use of their resources and minimized the use of rental staff. Because of the ease-of-use the new service was well accepted by the personnel"

- POK staff manager Tero Hassinen



Surveys with Higher Hit Rate and Follow-up

The challenges of product trials are often related to reaching the right target, and activating and leading the trial user to purchase. In these situations it is imperative to be able to communicate and activate, as well as to get feedback efficiently.



Case 5: Customer interaction at a software company

The software company had a challenge with customers who ordered and used arial software but did not purchase the actual product. The iSMS® service was taken into use

to learn about the customers and their reasons for not buying. Interactive iSMS® made it possible to remind customers and pull back information with an incentive. In addition a multiple choice questionnaire with free-text feedback option was introduced.

The results and follow-up:

- Response rates were 33% to 45%
- 29.5% sent additional information by free-text
- 8.3% decided to purchase the product
- company pulled back dropped customers, received valuable information for R&D, process development and future marketing activities

Efficient Event Management

The event invitation process can be a nightmare especially if you are reaching for a big audience. Getting people's attention is difficult due to their hectic schedules and other competing events and invitations.



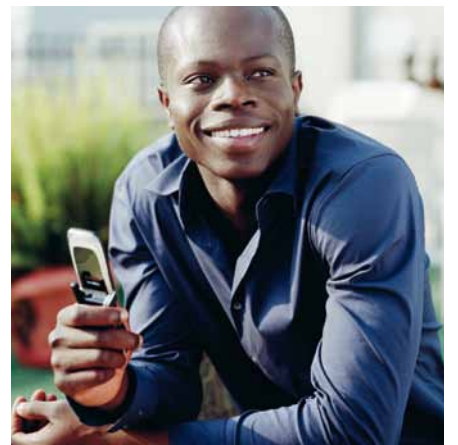
Case 6: Invitation process at Sampo Bank

Sampo Bank is a part of the Danske Bank Group, which is one of the largest financial enterprises in the Nordic region. Sampo Bank has more than 1.1 million consumer customers and more than 100,000 corporate and institutional customers in Finland.

Sampo bank wanted to reach their institutional customers with a special treat. The goal was to award loyal customers with a ticket to a movie premier hosted by former U.S. Vice President, Mr. Al Gore. Customers were sent an invitation letter including an iSMS® Pull activation and registering feature.

The results were amazing:

- Initial registration pull was 97%
- Confirmation iSMS® produced 30% extra vacancies, which were offered to the customers' friends
- Event was fully booked with satisfied customers
- Event produced new customer contacts through viral marketing



Business Ecosystem Works - case Finnair

There are multiple of ways to apply iSMS® into a given business environment but the main cause for i instant results is the immediate availability of the service.

The approach that was taken by Finnair (the Finnish national airline) was to first identify their business challenges. Following this, the

bottlenecks in their current interaction processes with customers were analyzed. These processes were revitalized by building a new mobile channel for the customers.

This resulted into the introduction of the new technology to enhance check-in services with iSMS® and

push capabilities. The service became an immediate success and instantly reduced the number of no-shows and improved utilization of airline capacity. The service also reduced the peak load and queues at check-in and increased customer satisfaction.



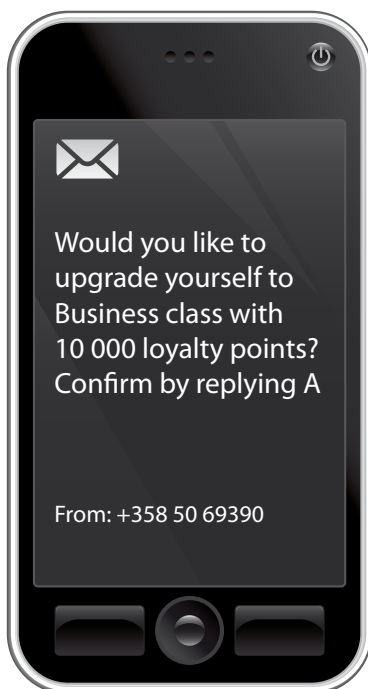
- High customer acceptance - up to 76%

- 4 M€ savings already in first year

- Increased customer satisfaction and loyalty

Following excellent results and strong customer acceptance, the use of iSMS® has been extended to upgrades, product and service marketing activities, schedule changes and irregularities management – and the list continues.

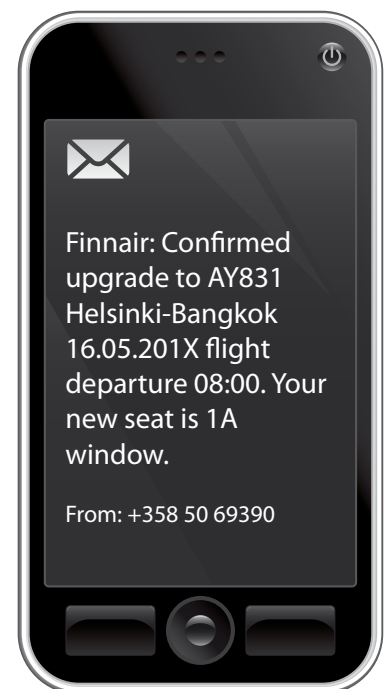
1 Upgrade offer from AY



2 Customer reply to AY



3 Confirmation



Instant Access to Business Results

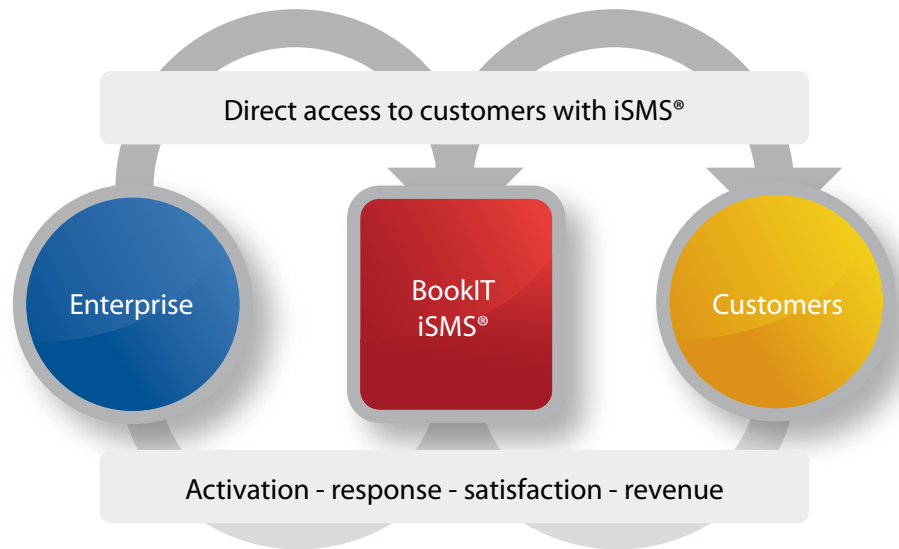
The BookIT iSMS® service is available immediately (stand alone or via web browsing) for you to reach your business goals right now.

In a nutshell - with iSMS® you get instant business results:

iSMS® is a straightforward way to mobilize and improve customer interaction and service. The service works on all phones and can be offered to all employees and customers without new devices, configurations or instructions.

iSMS® technology has enabled numerous enterprises in different market segments to improve their business processes with ready-made solutions and through customized implementations.

Please contact us for further details and action!





Book IT

BookIT is a software and services company specialized in technologies that enable easy-to-use mobile business services and applications. The focus is on transaction based services with interactive dialogues between mobile users and business systems.

BookIT's goal, together with its partners, is to shape the future of mobile business transaction market by continuously developing intelligent technologies, services and applications.

BookIT Ltd

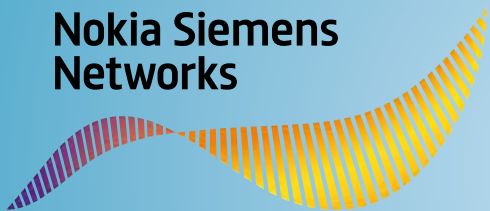
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Nokia Siemens Networks



About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland. www.nokiasiemensnetworks.com

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