

# I-New provides an impressive amount of mobile marketing opportunities by enabling micro-credits.

Mobile technology solution pioneer I-New provided more than half a million marketing opportunities in only 6 months by enabling micro-credit transaction to Latin American mobile subscribers.

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Creating customer loyalty in marketing is not an easy task at all. But especially when it comes to mobile market environments dominated by prepaid users it is getting an ever tougher one where subscribers intend to use multiple SIM cards and/or switch frequently from one operator to the next one in search of a better value deal. So value for money seems to be a key driver for multiple purchase decisions. Why not turn around the money trigger into customer loyalty and even more, to a powerful selling proposition for brands active in the mobile business or companies who intend to do so?

This is where a mobile technology solution provider comes into play - surprisingly and substantially at the same time. I-New Unified Mobile Solutions provides all the pioneering technology with an award winning compact platform which offers adaptability, flexibility, extendibility and cost-efficiency in one compact box. Therein included is the SOS credit feature, which simply enables a mobile subscriber to make calls, send SMS or download data even when their prepaid SIM-credit already has depleted. The feature therefore enables to help a customer in a critical perceived situation and ensures helpful continuity in getting their things done. Imagine the situation where an MVNO meets those critical situations in the naturally mobile environment of today's modern customers in a positive way? Exactly, it really pays into customer proximity and loyalty, into brand experience and trust. The most important values, modern marketing professionals are continuously looking for and which are mandatory in getting their job done right.

Just like in Latin America, where I-New holds a No.1 market position and services a number of industry leading clients. According to recent market experience, the SOS credit feature is selected and offered by 82% of I-New's handled Latin America clients. Only a neglect able rate of below 1% in average choose to repay via revolving credit, but the majority of subscribers show up as reliable debtors by using the convenient automatic monthly top-up functionality to pay their micro-credit back in total. A process which is enabled automatically by I-New's integrated eligibility check feature to minimize debit risks for their MVNO customers. In this particular Latin America use case, we are talking about more than half a million transactions made through SOS credit feature. Over 500,000 times the opportunity to serve mobile customer perfectly by meeting their immediate context in their moments of individual needs. Imagine the impressive impact related to customer's trust and relationship quality if companies would not act this kind of naturally mobile. Another important

## About I-New

I-New Unified Mobile Solutions is one of the fastest growing technology solutions provider in the mobile communication industry. We are specialized in the domain beyond the mobile universe, finding its translation mainly with Virtual Mobile Networks. To conveniently open the telecom world and to naturally link it with the various daily habits of a service subscribers' life has become our enterprise mission and equally our clients' success. From offices all across the globe, we are capable of providing, implementing and running highly competitive products and services with a maximum of smart convenience for a converged mobile ecosystem: The MVNO Collection. The company is a trusted and proven partner by most demanding and industry leading clients around the globe. I-New was named 'Best Solution Provider' at the Global MVNO Industry Awards 2014.

## Contact

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marketing insight has been gained by I-New's data exploration. It shows clearly that the vast majority of subscribers prefer to use integrated online-self-care applications, such as mobile app, Web-self-care or USSD-Codes instead of calling/mailing the Customer Service Desk to get SOS credit. Another proof, that providing services with proximity to customers has a lot to do with real life insights in our today's natural mobile world.