

Case Study



At a glance

Industry:

- Soft drinks
- Mobile marketing

Solutions:

- MX Telecom Charge To Account Gateway
- MX Telecom Network Lookup Gateway
- MX Telecom Bulk SMS

Benefits:

- The UK's first ever cross-network crediting solution
- Raised brand and agency awareness
- Increased consumer response rate

“**We are always looking at innovative ways to engage with our teen consumers. We know mobiles are integral to their lives and we wanted to bring them both value and a point of difference that will fully engage them with the promotion.**

Cathryn Sleight, CCGB

Gimme Credit leads the way

MX Telecom helped soft drinks giant Coca-Cola Great Britain (CCGB) quench young people's thirst for mobile credit through an exciting initiative dubbed Gimme Credit that kicked off in July 2009.

Managed by mobile marketing agency Sponge, the “Every Pack Gets 50p” promotion featured on bottles and cans of Fanta, Dr Pepper and Sprite, and on special cups in Cineworld and Vue cinemas. It offered a unique code with purchase that could be submitted by SMS or online in return for monetary mobile phone credit.

The communications challenge

Through Sponge, MX Telecom was challenged to develop the UK's first ever cross-network mobile crediting solution to support Gimme Credit.

The promotion was offered on tens of millions of packs. Under the scheme, customers would redeem their first code online and then have the option of using SMS for subsequent redemptions. Though a significant majority of customers were expected to be pre-pay mobile users, MX Telecom's solution had to support contract customers too.

The solution

MX Telecom is the largest, most technically advanced and agile aggregator of mobile services in the UK, with a string of ground-breaking successes behind it. This gave all the major networks and key mobile virtual network operators such as Virgin Mobile the confidence to support MX Telecom's Mobile Crediting, the UK's first cross-network crediting solution.

MX Telecom built additional functionality into its Charge To Account Gateway, which is behind the Payfort WAP and web billing solution, to handle the crediting.

To credit a user, Sponge would send a request to MX Telecom, which

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Coca-Cola Gimme Credit

MX Telecom offers a real-time network lookup service. You supply the MSISDN and we return the network either via an HTTP or TCP/IP socket server interface or a simple web-based interface.

“The quality of MX Telecom’s solutions and the professionalism and dedication of their team were essential to the great success of this project. They always deliver.

Dan Parker, Sponge CEO

MX Telecom’s crediting solution allows partners to offer monetary credit to both pre- and post-pay users on all UK mobile networks. The amount added can be used by consumers in exactly the same way as any other form of top-up and appears as either additional pre-pay funds or on a contract user’s monthly bill.

used its Network Lookup Gateway to check that the user’s number was on a valid network. MX Telecom’s Charge To Account Gateway passed the credit request to the relevant mobile network in a format customised for the target system. Credits were applied in real time on most networks.

MX Telecom then notified Sponge of the outcome of the credit and Sponge in turn sent an SMS to the user to confirm the account would be credited.

The benefits

Delivering cross-network crediting was another UK first from highly innovative mobile aggregator MX Telecom. MX Telecom has unparalleled first-class relationships with networks and the technical excellence needed to turn around a novel project like Gimme Credit for a top brand with the speed Sponge’s campaign demanded.

MX Telecom’s reliable, flexible, high capacity solutions handled the massive uptake triggered by an exciting promotion like Gimme Credit and ensured a great user experience. The result was a UK mobile marketing first from Coca-Cola and Sponge, boosting customer uptake and giving them an edge.

The future

As well as being perfect for similar promotions to Coke’s, Mobile Crediting is also ideal for applying mobile refunds, potentially saving the significant overhead of generating and sending cheques. The facility allows customers to add money to practically any mobile phone account for competition prizes and incentives for mobile gaming too.

MX Telecom is the first aggregator with the means to enable a fully mobile promotion, allowing mobile phone users to redeem credit on the go. MX Telecom offers the option to zero-rate short codes in the UK, making it completely free for the end user.