



**T-KONSULT**  
Part of TKT CONSULTING GROUP



**RevGen**

**HIGH VALUE**

**COMMERCIAL**

**SOLUTIONS**

**FOR**

**MOBILE**

**OPERATORS**



We talk to dozens of MNOs each year and we find the same

# KEY ISSUES



# MNOs KEY ISSUES





We develop **solutions** WITH and FOR MNOs

A man with curly hair and a beard is shown in profile, looking down at a smartphone. He is wearing a plaid shirt and a jacket. The background is a blurred office environment with other people working. The text is overlaid on the image in white and yellow.

We are a team of **consultants** and **technology experts** that have created a set of easy to **understand**, deploy, operate and monetize platforms that directly addresses the **key issues faced by MNOs**

TRIVIA  
GAMING  
CONTENT BASED  
ADVANCED TECHNOLOGY  
BRANDING  
ARMU INCREASE  
NO RISK  
MOBILE  
MNOs  
PREMIUM CLUB  
ENGAGING USER  
INCREASING ARPU  
CUSTOMER ACQUISITION  
EASY TO IMPLEMENT  
CHURN REDUCTION  
DIFFERENTIATING FROM COMPETITORS  
NO CAPEX  
PR OPPORTUNITIES  
EASY TO IMPLEMENT  
PAY ON RESULTS  
MARKETING SERVICES  
POSITIVE BRAND VISIBILITY  
SMS  
INNOVATIVE CONCEPTS  
GUARANTEED RESULTS  
PROMOTIONS  
CUSTOMER LOYALTY PROGRAMMES  
SUBSCRIBER'S LOYALTY ENHANCEMENT

# SOLUTIONS OVERVIEW

Our  
Our platforms are designed to run with ongoing subscriptions for long term, high value engagement

**Premium Club SOLUTIONS**

**Content based SOLUTIONS**

**Gaming SOLUTIONS**





# GAMING PLATFORMS



Each gaming **solutions** is designed to be highly efficient, flexible and targeted at specific aspects of the MNO business all while providing with the capability to stay-and-play for extended periods as well as the ability to cooperate between them to achieve long-term goals



DID YOU WIN

TRIVIA QUIZ

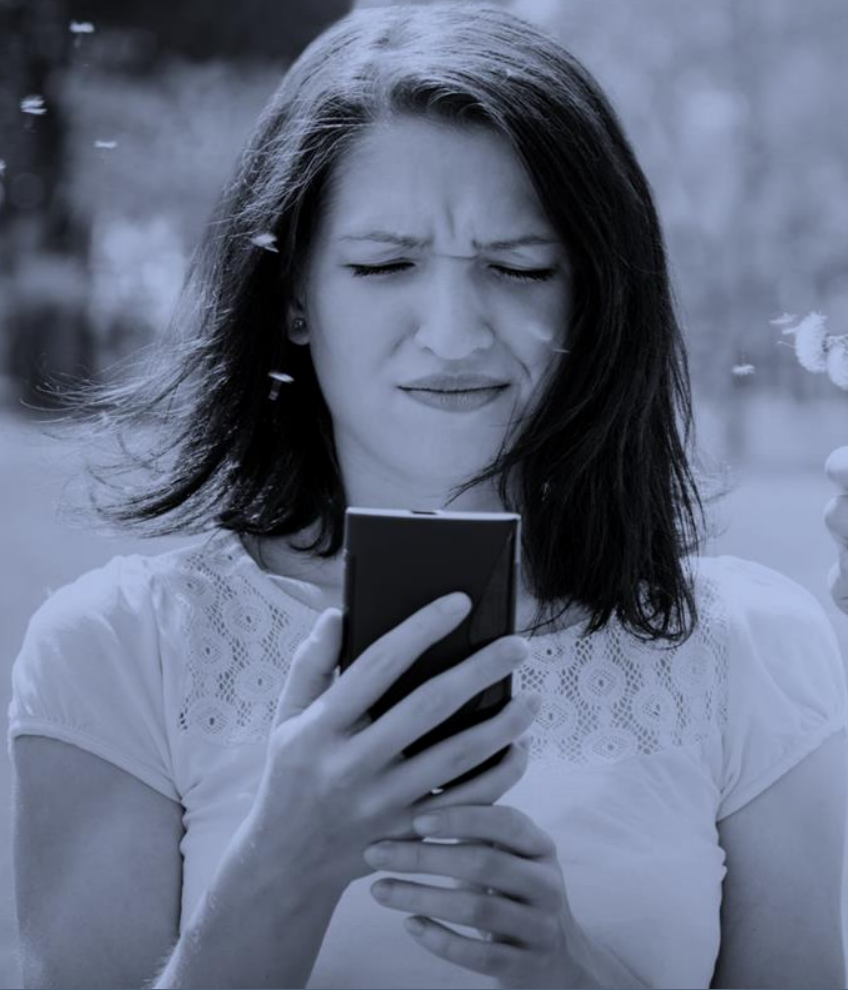


Chance or lottery style concept **Vs** Traditional skill based gaming

A black and white photograph of a group of young women gathered around, looking at their smartphones. The image has a blue tint. The text "DID YOU WIN?" is overlaid in the center in a bold, yellow, sans-serif font.

DID YOU WIN ?

# DID YOU WIN ?



Innovative chance based game where mobile subscribers need to interact with DYW system between 1 and 3 times per day (can also be automated via subscriptions)



## Concept

Selected winners of a lucky draw must SMS, CALL, dial the USSD or use mobile apps to claim their prize, otherwise prize is lost!

## Benefits

Create awareness

Engage the audience

Educate the audience

## Results

Revenue generation

Subscriber acquisition

Create a marketing concept that people will remember for years to come



# TRIVIA QUIZ

## How do it work ?

Our trivia games ask random questions about news, sports, history and entertainment. Users text a shortcode to opt into the program.

## Key Success

### Factors

Campaigns are developed with localised content, carefully selected free prizes coupled with gaming psychology mechanisms.

## Results

Our platform can filter through the responses and creates specific individualised offers driving high subscription and engagement rates



We use deep analytics, intelligence and just a hits of psychology to change how subscribers interact with and consume services of the network.



**PREMIUM CLUB SOLUTIONS**

# BOOSTER CLUB Exclusive subscription base programme



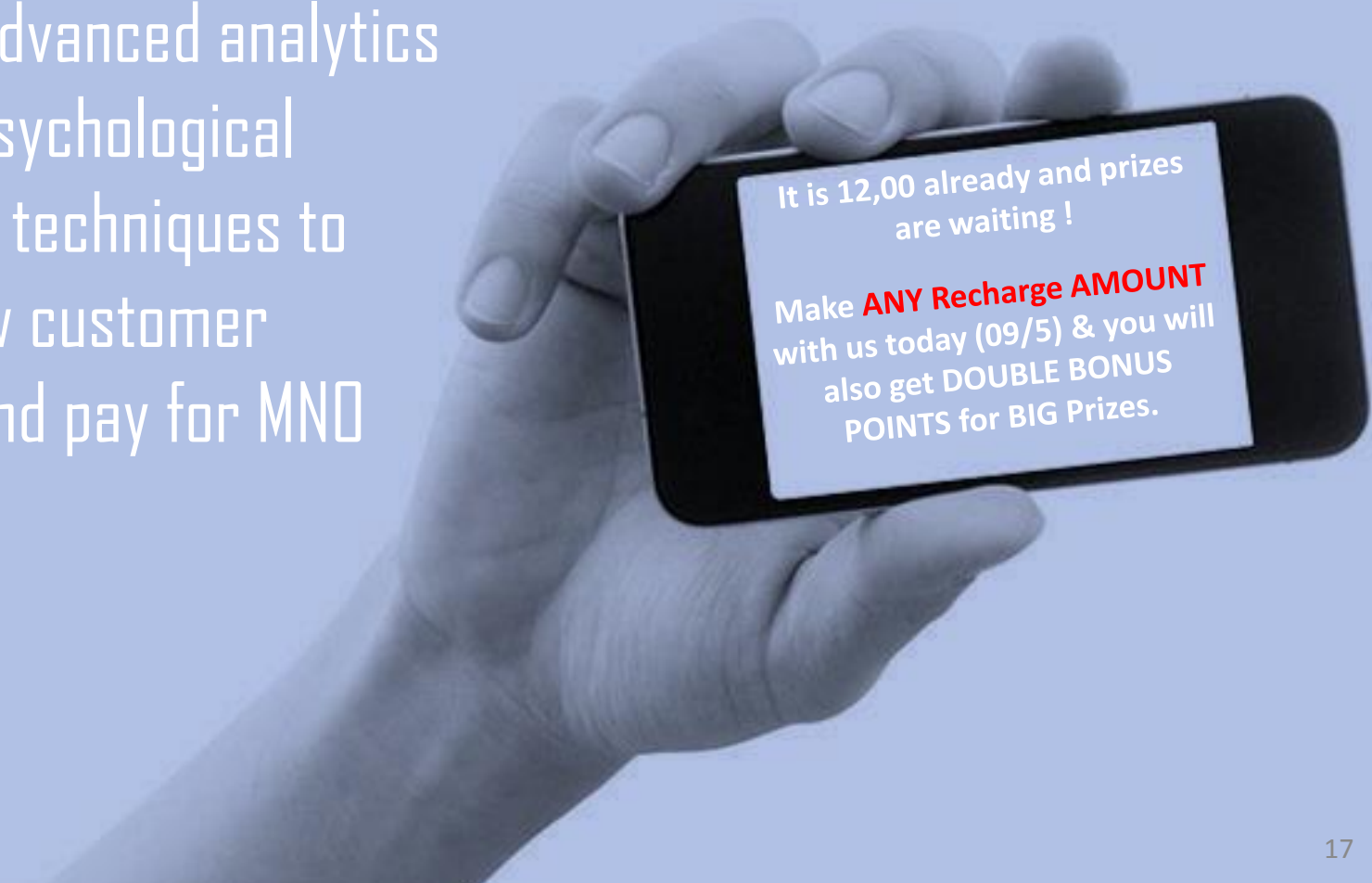
Incentive point scheme  
tied up by  
Custom Reactivation Messages

Daily reminder of recharge  
reward bonuses giving  
points for prizes

# BOOSTER CLUB Exclusive subscription base programme

## Concept

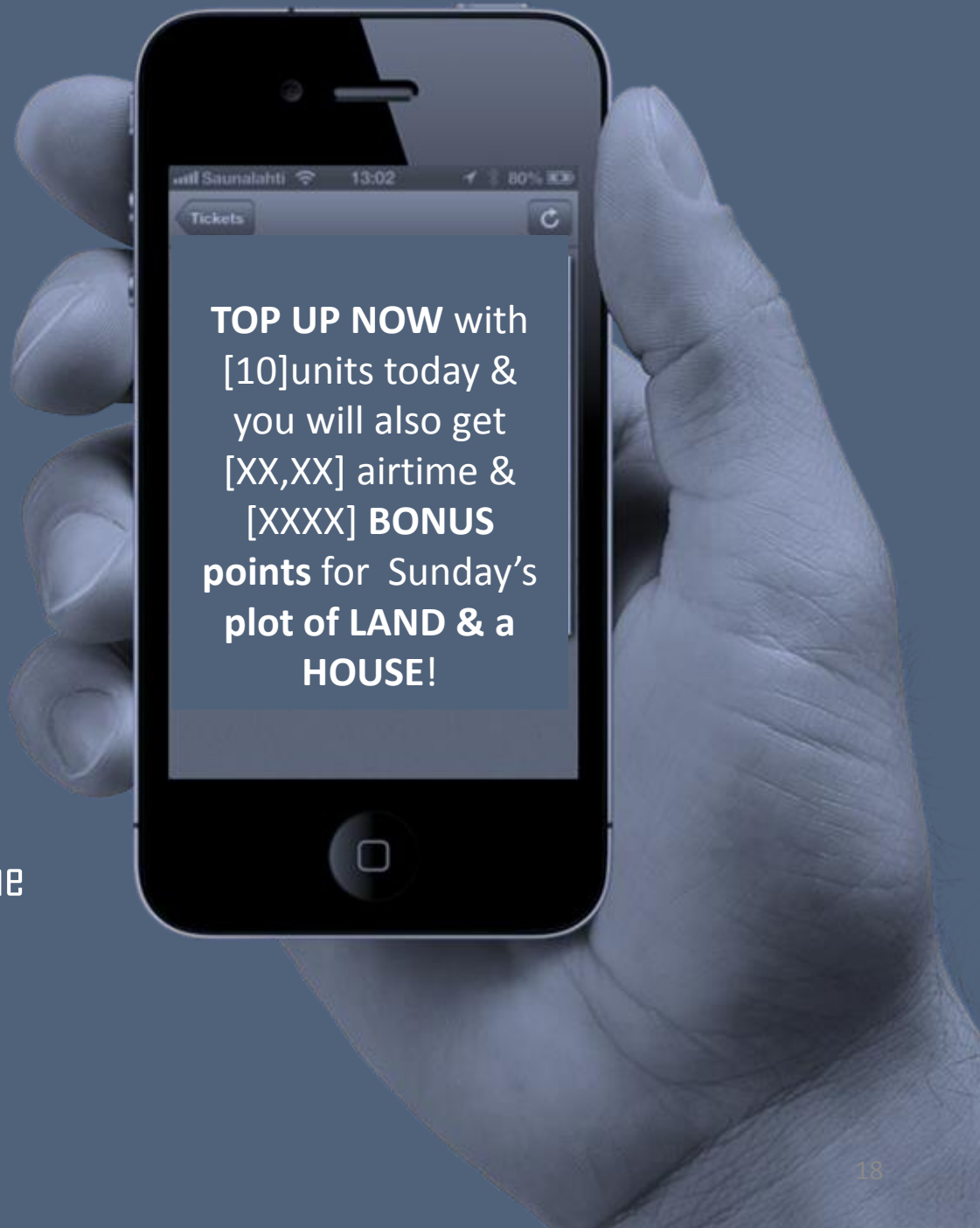
Loyalty & Reward campaign that uses advanced analytics and deep psychological persuasion techniques to change how customer consume and pay for MNO services





# BOOSTER CLUB

1. Members of the “exclusive club” make a top up
2. The system integration informs the platform about the user and his/her top up amount in real time.
3. Top up subscribers receive a welcome informative message about the points and free airtime received.




# BOOSTER CLUB

4. Then they are informed to send a free of charge SMS to enter the daily subscription so as to receive the recharge rewards on a daily bases and points for the prizes.



# PREMIUM CLUB

A young man and woman are looking at a smartphone together, smiling. The man is on the left, wearing a light-colored button-down shirt, and the woman is on the right, wearing a light-colored top. They are both looking at the phone held by the man. The background is blurred, suggesting an indoor setting like a mall or a store.

Participants pay a subscription and are rewarded with airtime, texts or data as well as privileged access to Value Added Services such as RBT's, VOD, Music Streaming or anything else that the subscribers desire

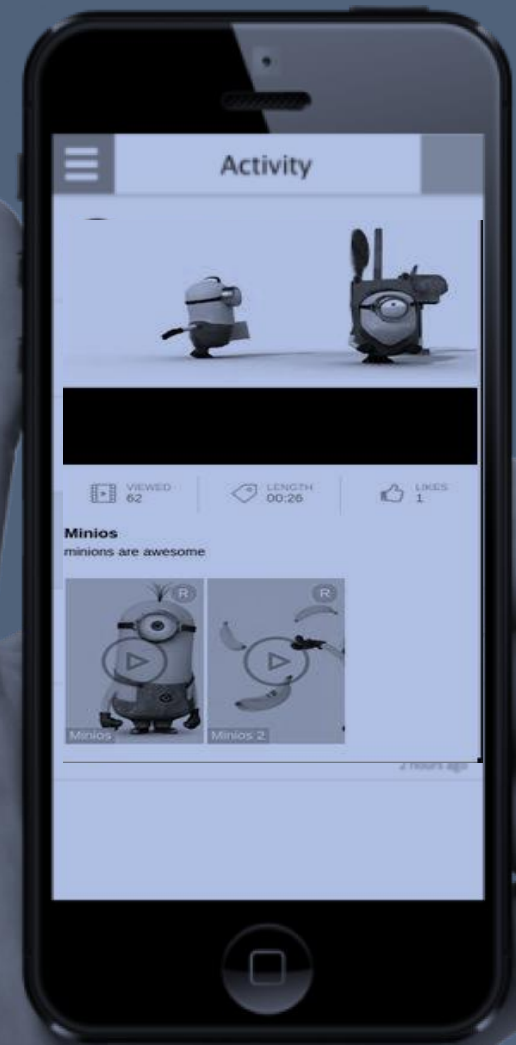




# CONTENT SERVICE SOLUTIONS

# HIGH VALUE CONTENT SERVICES

are an incredible way to increase traction with subscribers and create both the « Buzz » around the MNO's brand as well as utilising subscribers innate want for more Information or useful service





HEALTH  
WEATHER

CELEBRITIES

FINANCE

# CONTENT SERVICE

BETTING  
NEWS

SPORTS

FOOTBALL



Subscribers can put in specific requests for one-off or long-term feeds.

Possible types of information can be up-to-the-second match score, team information, tomorrow's weather, news about particular celebrities



Integrated and fully managed **CONTENT AND SERVICE** leaving opportunities for third party's branding

- **Knowing the customer** and delivering the **right content** package at the **right time** : delighting subscribers with personalised content and advertising **to maximise engagement, profitability and revenue**
- **Zero CAPEX, zero risk**, real-time KPIs
- Impactful and impressive, our promotions are fast to implement

# CONTENT SERVICE



## CLASSIFIED AD CONCEPT

Subscribers can request to be notified when a particular type of car model, house, job becomes available.



# CONTENT SERVICE

A man in a dark suit, white shirt, and striped tie, wearing glasses, is looking down at a smartphone he is holding in his hands. The background is a blurred office setting.

Users of tailored made content can pay a fee to access their Added Value content



# CONTENT SERVICE



## Football

Taking advantage of new monetization opportunities during major sports events by clearly identifying subscribers preferences for maximising revenue

## Health

Interacting with customers, from the occasional visit to a store or web portal, to a regular, personalised interactive experience that includes a wide range of transactions

## Betting

Introducing a completely secure, safe and convenient live sport and major events betting experience as well as a complete range of personalised services that subscribers will love!

# WATCH&WIN

**Watch&Win** is an innovative online video and **mobile app platform** that **rewards people** for watching and interacting with video-based advertising.

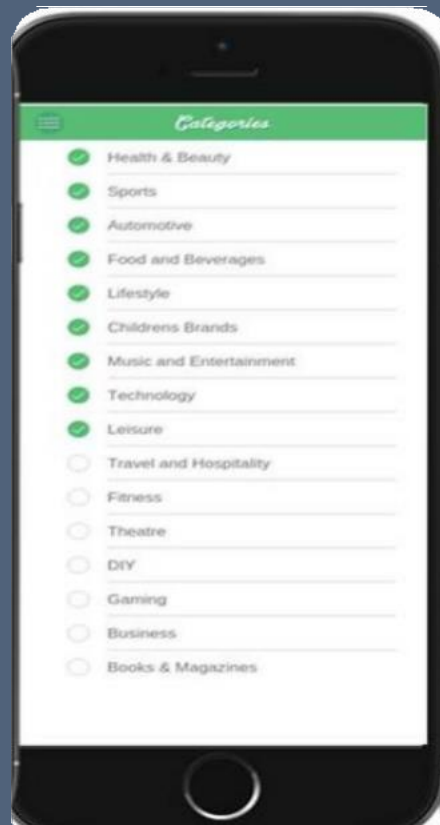
The service enables consumers, advertisers, publishers and merchants to move from simple impressions to qualified interactions and engaged transactions



# WATCH&WIN

## Watch&Win

is quick,  
straightforward  
and effective. With  
Watch&Win,  
everybody wins!



## Watch&Win

maximizes viewer  
attention, giving brands a  
greater understanding of how  
their Ad directly affects  
consumer engagement from  
view through to directly  
attributable sales impact.



# OUR RESULTS



Our team has developed & implemented campaigns in Zambia, Uganda, Benin, Pakistan, Malawi, DR Congo, Tanzania, Ghana, South America and beyond, and we created, so far,

**89,526,124 US\$**

in additional revenue for our clients



# BUSINESS CASES

We can achieve outstanding results in  
challenging markets



Business cases on request

**ooredoo**

 **airtel**

  
**vodafone**

**orange™**

**NOKIA**

  
**vodacom**



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# Local representation



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Lyon, Mumbai, Singapore, Yaoundé**