

## AN INNOVATIVE CONSUMER MARKETING CALLING CARD PROGRAM:

### A Unique, Cost-Effective Approach to Brand Building

#### The Business Opportunity:

Consumer products are generally sold through multi-tier retail distribution. This makes it difficult for marketers of such products to build strong direct relationships with their customers. However, calling card technology can be adapted to build these relationships, deliver advertising messages and collect valuable consumer data – all at a fraction of the cost of conventional marketing programs. These strategic marketing objectives can be accomplished by offering consumers free telephone services within a specified calling area in return for 1) listening to a brief advertising message at the beginning of each of their free calls, and/or 2) responding to survey questions during the life of the program.

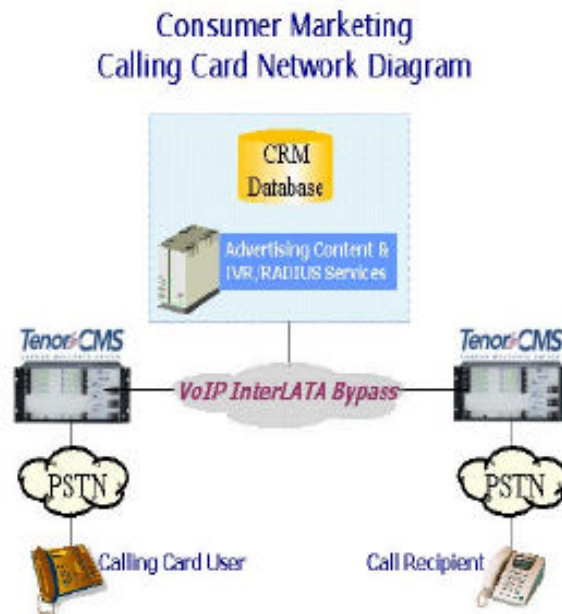
The advantage of using VoIP to implement such a program is that the cost of each session with the customer can be brought down to just a few pennies. This is significantly more cost-efficient than other marketing media and can be particularly appropriate for younger demographics.

#### The Technical Challenge

Several elements must be brought together to successfully implement a VoIP calling-card marketing program. First, a reliable VoIP network must be set up to service the targeted geographic market. Second, the VoIP infrastructure must be integrated with the IVR system that manages the various individual calling card accounts. Third, the IVR system should be linked to the marketing database so that messages can be appropriately targeted to specific demographic segments and responses to survey questions can be appropriately logged.

Such marketing programs are typically implemented on VoIP infrastructure that is being used for multiple other purposes as well – such as local call termination, “10-10” long distance dial-around, and conventional pre-paid calling card applications. The VoIP infrastructure must therefore be flexible enough to support these various other applications.

## Quintum's Tenor® Solution: Ideal for Innovative VoIP Applications



Quintum Technologies' patented Tenor switching platform is ideal for implementing these types of innovative VoIP-based consumer marketing calling card applications. Telecom service providers have found Tenor switches to be uniquely suited for such an application for a variety of reasons, including:

### Guaranteed call quality

Tenor switches vigilantly protect voice-call quality by continually monitoring conditions on the IP network and taking immediate action if those conditions threaten voice traffic in any way. If conditions such as delay or "jitter" become evident, Quintum's SelectNet™ Technology automatically and transparently switches any active calls from the IP network to the public switched telephone network (PSTN). This can be done in mid-call without interrupting either party. Once conditions on the IP network are restored, VoIP can then be re-activated. The savings associated with VoIP can thus be momentarily sacrificed to ensure that guests always experience acceptable call quality.

### Superior IVR/RADIUS integration

Quintum's Tenor platform provides seamless integration with IVR/RADIUS applications, allowing network managers to craft highly specialized account and access control, targeted voice messages and customized call management policies. By providing superior integration facilities, the Tenor platform reduces implementation cost and accelerates time-to-market.

### **Broad codec support**

The Tenor platform's extensive codec support ensures interoperability with a full range of third-party VoIP equipment – allowing VoIP network to be fully leveraged across a complete range of potential applications.

### **Peerless technical support**

VoIP innovators need VoIP technology partners who can respond quickly and effectively to their unique technical requirements. Quintum's expert technical staff has an unmatched track record of delivering this responsive support, enabling our service provider and integrator clientele to successfully craft a wide range of groundbreaking, high-value telecom solutions.

### **Conclusion**

VoIP technology offers tremendous opportunities for unique, outside-the-box type of consumer marketing programs that provide free calling minutes in return for their participation. However, such programs require highly reliable VoIP infrastructure that can integrate effectively with IVR/calling card applications and marketing databases. With its high reliability and ease of integration, Quintum Technologies' Tenor switching platform is ideal for such marketing applications and has already been field-proven as an effective infrastructure component for a wide range of innovative, multi-purpose VoIP network architectures.