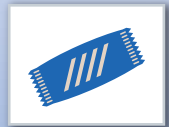



# TOWARDS WIDER USAGE OF MOBILE OPERATOR BILLING


*Innovative Use Cases in Europe*



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# SONY WALLET TOP-UPS WITH MOBILE OPERATOR BILLING

United Kingdom



Service provider

**SONY**

Technical provider



*"Offering customers the best entertainment content across the PlayStation Store and Sony Entertainment Network is our top priority. Mobile billing is another secure and convenient way for users to fund their wallet for immediate access to the content they want."*

*Eric Lempel, VP of Sony Network Entertainment International*

**Boku's partnership with Sony Network Entertainment and Sony Computer Entertainment enables Sony users in the United Kingdom to top up their account wallet to obtain content from the PlayStation®Store and across the Sony Entertainment Network, using their mobile phone account.**

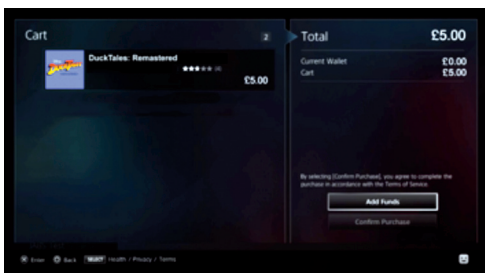
Launched in July 2013 in the UK, the process makes it easier for users to obtain PlayStation Store and Sony Entertainment Network content, including downloadable games, add-ons, themes, movies and TV shows, as well as subscriptions to the Music Unlimited service.



Mobile operator billing works in conjunction with all major UK mobile network operators.

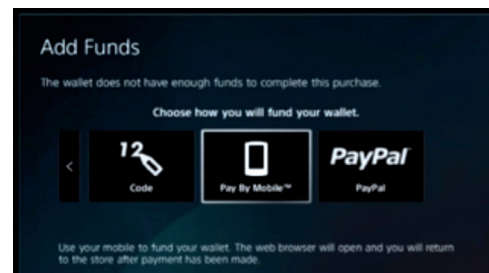
Wallet top-ups with mobile operator billing can be made through the Sony Entertainment Network Account Management website and PlayStation®Store on PlayStation®3

## Customer Journey



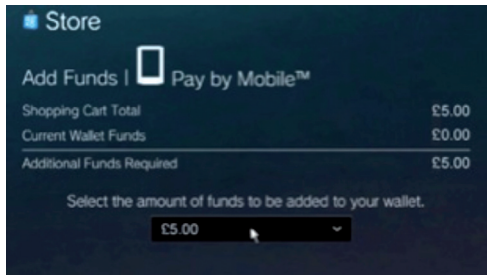
1

The customer selects a game. To complete the purchase, he first has to add funds to the Sony wallet.



2

The customer then chooses to top up the wallet via mobile operator billing



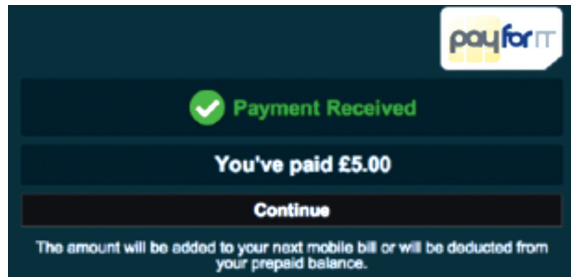
3

They then select the amount to be added to the wallet



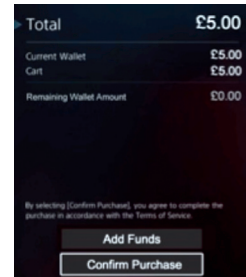
4

Then, they enter their mobile number, receive an SMS from their operator asking them to reply "Y" to confirm the payment.



5

The payment is confirmed.



6

The wallet has now been topped up. The customer can complete the purchase of the game.

## Results & outlooks

After a first launch in July 2013 in UK, the service was opened in Germany in October 2013. In the US, the integration came ahead of September 17th release-date of GTA V, perhaps the most anticipated PS3 game launch of the year.

Vice president at Sony Network Entertainment Europe, Gordon Thornton, said in a statement, "We are always looking at new ways to give our customers more choice in terms of content, accessibility and payment methods, and are pleased to be able to offer the option of mobile operator billing, which is becoming more and more popular."

## About SONY

Sony Entertainment Network is a global comprehensive network platform that unifies Sony's digital entertainment experience across a growing ecosystem of Sony and non-Sony devices. Additional information about Sony Entertainment Network can be found by visiting: [blog.sonyentertainmentnetwork.com](http://blog.sonyentertainmentnetwork.com), [www.sonyentertainmentnetwork.com](http://www.sonyentertainmentnetwork.com), [www.facebook.com/sonyentertainment](http://www.facebook.com/sonyentertainment), and [www.twitter.com/sonyentnet](http://www.twitter.com/sonyentnet).

## About BOKU

Boku was born out of a desire to create a frictionless payment system allowing a mobile phone number to be used as a safe and secure payment instrument. In 2009, they partnered with mobile operators around the world to enable their subscribers to purchase virtual goods by simply using their mobile number. They've grown to become the leading global mobile payments network, servicing 68 countries through more than 260+ carrier partners, connected to merchants such as Facebook, EA, Sony, Spotify, Lookout, and Riot Games.





# MOBILE PAYMENT FOR ON-STREET PARKING TICKETS IN BERLIN

Germany



Service provider



Technical provider



*"Pankow proves impressively that mobile payment is suitable for everyday use. The benefit for the user of the registration-free service is obvious: the system in Pankow is immediately usable."*

Dr Kühne, Councelor of the District Berlin-Pankow

Since 2011, citizens of the city district Pankow in the German capital Berlin can pay for their parking tickets cashlessly and without prior registration with any mobile device (smartphone or feature phone). The payment is directly debited on the mobile operator bill.



The service is quick and simple to use since the user has only to send an SMS, no deposit of personal data is necessary.

A reminder SMS sent 10 min before the end of the parking period prevents end users from worrying about running out of parking time, allowing them to renew their payment remotely.

The transaction is then charged directly to the user's mobile phone bill or prepaid card.

## Customer Journey

Near the 25 000 parking spaces covered by the service, a sticker on the parking meter explains to the user how to pay via their mobile phone and the benefits of doing so.

Wieder mal kein Kleingeld? **Parkschein einfach per SMS**

Sofort anwendbar! Mit kostenloser Erinnerungsfunktion! Verlängerung einfach von unterwegs aus! Mit Erhalt der Bestätigungs-SMS ist die Parkgebühr bezahlt!

Senden Sie: KFZ-Kennzeichen + gewünschte Parkdauer  
z.B. für 15 Min.: B-PB 2040 BPB2040.15

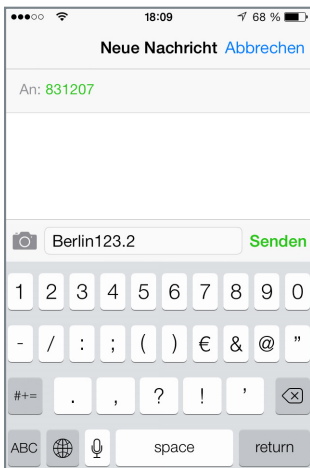
|                    |                         |
|--------------------|-------------------------|
| +15 für 15 Minuten | +2 für 2 Stunden        |
| +30 für 30 Minuten | +3 für 3 Stunden        |
| +45 für 45 Minuten | +4 für 4 Stunden        |
| +60 für 60 Minuten | bis +14 für 14 Stunden  |
| +90 für 90 Minuten | +t gültig bis Tagesende |

per SMS an die Nummer: **831207**

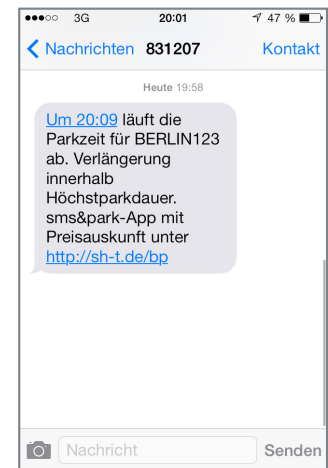
Preise wie am Automaten! Zahl der SMS-Gebühr für die Übertragung und 15 Cent Servicegebühr pro Parkvorgang

\*"No cash? Just use your mobile phone to send an SMS with your license plate and parking period to the number 831207 ."

## Customer Journey



\*The parking fee 2.15€ including a service fee is paid for Berlin123 in Berlin-Pankow until 20:09. PIN: 4481932



\*At 20:09 the parking ticket for Berlin123 will expire. You can prolong the parking ticket within the maximum parking duration.

1

The user sends an SMS with their car's license plate details ("Berlin123") and the parking duration "2 hours" to the number 831207

2

The user receives a confirmation-SMS with their parking ticket information.

3

10 minutes before the parking ticket expires, the user gets a reminder-SMS. The user can prolong their parking ticket remotely by sending their license plate details and the parking duration again.



Users with smartphones can also use the smartphone application and pay with one click. They simply store the vehicle's license plate details in the smartphone application. The city of Berlin Pankow and the parking zone are automatically detected via GPS. After choosing the parking duration, users can pay for parking tickets simply by clicking on the "pay now" button..

\*Use your mobile to pay for one hour and get a discount of 50% off the price of parking

## Results & outlooks

Since the launch in 2011, already more than 15% of parking tickets are being paid via the registration-free service sms&park, whereas the registration-based systems hover around the 1% mark. Usage has also continued to increase, even following the introduction of a service fee for users.

According to a user survey conducted among 350 users in June 2013, more than 97 % of users are either "very satisfied" or "satisfied" with the service and 98% would recommend the service to friends. Councilor of Berlin-Pankow, Dr. Kühne, has since recommended that the city council extend the solution to all parking spaces and city districts in the German capital Berlin.

## About Berlin-Pankow

With more than 380 000 inhabitants, Pankow has the highest population of the city districts of the German capital Berlin. Berlin-Pankow operates more than 25 000 on-street parking spaces.

## About SUNHILL technologies

Sunhill technologies has taken on a pioneering role in the growth market of mobile payment in close collaboration with the leading European mobile operators, specializing in the mobile ticketing and parking by phone sectors. The application for on-street parking for instance, is already available in 150 locations throughout Europe, and has today reached penetration rates of up to 90 %.



## ANYWHERE, ANYTIME THANKS TO MOBILE STAMPS

Germany



Service provider

Deutsche Post 

Technical provider

 **whatevermobile**

*"With our innovative service we are fulfilling the expectations of the increasingly mobile society. We are using the popular communications medium, the cell phone, in a completely new way, and at the same time making postage stamps independent of location and time for the first time."*

**Marco Hauprich, head of New Technologies at Deutsche Post**

Die Post für mehr Innovation. Die Post für Deutschland.

**Zum Kauf Ihrer Briefmarke haben Sie es nicht weit. Eigentlich reicht schon ein Griff in Ihre Tasche.**



Sie wollen mehr über das Handyporto wissen? Sie haben Fragen, Wünsche oder Anregungen?  
[www.handyporto.de](http://www.handyporto.de)  
 oder 01802 33 33\*

Ihre Meinung ist uns wichtig!  
\*Erlaubt nur bei der Deutschen Post AG abwärtswärts

[www.deutschepost.de](http://www.deutschepost.de)

Für Sie machen wir das Leben mit innovativen Produkten einfacher. Erinnerung hat bei uns eine lange Tradition. Seit 500 Jahren arbeiten wir daran, die Post für Sie immer weiter zu verbessern. Zum Beispiel mit unserem Handyporto, bei dem Sie Porto immer und überall einfach per SMS oder Anruf kaufen können. Oder mit vielen weiteren modernen Produkten, die wir entwickelt haben: von der Internetmarke bis zum Postbrief individuell. Und weil die Innovationen von heute die Standards von morgen sind, arbeiten wir auch weiterhin daran, neue Ideen auf den Weg zu bringen.

**Deutsche Post**   
 Die Post für Deutschland.

**Since September 2008, the Deutsche Post has been offering its customers the opportunity to purchase stamps on the move from any type of mobile phone, using their mobile operator bill.**

The solution enables customers who would like to send a letter via standard mail to an address in Germany, but do not have a stamp handy, to buy stamps by sending an SMS from their phone via the Deutsche Post application. The service is quite flexible: the stamp can be ordered anywhere and at any time of day, with just a cell phone and a pen.

The service is immediate and easy for the end users as no registration or credit card is required: the purchase is made via the mobile phone bill, as the service is provided in conjunction with the network providers T-Mobile, Vodafone, E-Plus and O2.

The Handyporto service costs include the approved rates for a standard letter or postcard and the deployment cost of the mobile phone providers, as well as VAT, for the new, flexible service.

\*To buy a stamp you don't have to go far, it's at hand in your pocket

## Customer Journey



\*HANDYPORTO for a standard letter : 123456789123. Please write this reference code in lieu of the postage stamp

1

The customer sends the keyword "BRIEF" by SMS to the short code 22122

2

They will then receive a message that contains a 12 digit code

3

The customer then writes this code in the upper right-hand corner of the envelope, before posting the letter in a letter box.

## Results & outlooks



Deutsche Post has been a forerunner in terms of mobile stamps.

Indeed, a few years later, in 2011, a similar service was launched in Denmark and Sweden. Within the 9 following months of the launch, 200,000 Danish people had ordered stamps by SMS.

In September 2013, Swiss Post announced that SMS postage stamps were now available.

## About Deutsche Post

Deutsche Post DHL is the world's leading postal and logistics services group. Its integrated DHL and Deutsche Post brands offer comprehensive services in international express, air and ocean freight, road and rail transportation and contract logistics. Deutsche Post is Germany's only universal provider of postal services and delivers mail and parcel in Germany and the world. It is an expert provider of dialogue marketing and press distribution services as well as corporate communications solutions. The Group generated revenue of more than 55 billion euros in 2012 with about 475,000 employees in more than 220 countries and territories

## About Whatever mobile

Technical service provider whatever mobile has operated a powerful communication platform and offered innovative solutions spanning different industries since 2002. The close cooperation with mobile network providers is opening up new communication and sales paths for whatever mobile customers. The Hamburg-based service provider focuses on outsourcing and creates «mobile technology» for campaign concepts and business ideas with SMS, MMS, voice and video. For this, whatever mobile delivers technical solutions for innovative mobile marketing, secure worldwide messaging, OTA mobile phone configuration and reliable mobile payment.





## OPEN THE PARKING GATE WITH AN SMS

Germany



Service provider



Technical provider



*"In the first weeks alone between three and five percent of our customers used the system, on good days, it's now even one in ten. Consequently, in the next half-year we're going to expand the system to all of mfi's own Arcaden locations."*

**Werner Nuoffer, managing director of the mfi Arcaden Betriebsgesellschaft mbH.**

**In Germany, 6 mfi "Arcaden" shopping centers allow their visitors to pay for their parking tickets cashlessly and without prior registration on any mobile device (smartphone or feature phone). Launched in 2012, the service is a convenient alternative to paying for parking tickets at cash machines. Mobile operator billing works with all major German mobile operators.**



\*Sms&exit opens doors - secure and cashless, all you need is your mobile phone.

Mfi has decided to introduce this solution as the cashless alternative for several reasons. First, it is easier to integrate and is implemented with lower investment costs than installing bank card-based payments at the machines. What's more, mobile phone penetration is higher than the penetration of both credit cards and debit cards, so this cashless payment solution is available for more customers (in Germany, more than 95% of the population has a mobile phone whereas 91% has a debit card and just 33% has a credit card). Moreover,

customers don't have to stand in a queue at the cash machine carrying their shopping bags, they can activate their parking ticket for mobile phone payment whenever they want, after entering and before exiting the carpark.

### Customer Journey

To access to the shopping center, users enter the carpark and get their parking ticket at the entry barrier.

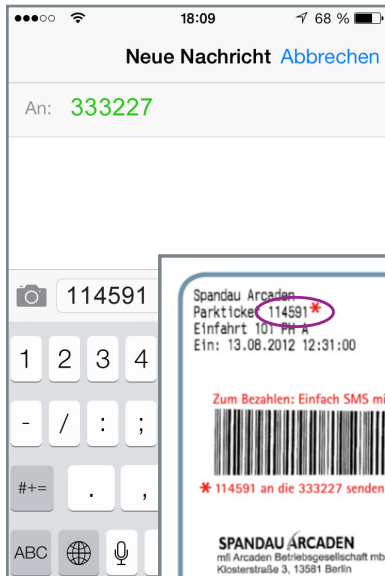
Later, before leaving the shopping center, a sticker on the cash-based parking ticket machine explains how to pay via mobile phone and the benefits of doing so.



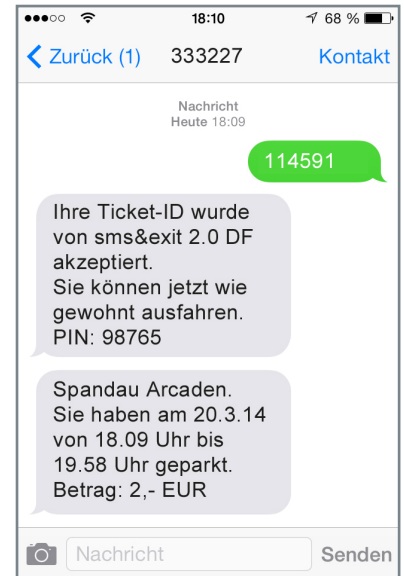
\* "No cash? Just send the ticket ID printed on your parking ticket via SMS to 333227"



## Customer Journey



\*Your ticket ID was accepted and activated for payment. You can leave the garage as usual. PIN: 98765



\*Spandau Arcaden. You have parked on the 20.3.14 from 18:09 until 19:58. Price : 2Eur

1

The user sends an SMS with their parking ticket ID 114591 to the number 333227

2

The user receives a confirmation-SMS with the information that their ticket ID was accepted and activated for payment.

3

When the user leaves the carpark by entering their ticket at the exit barrier, they receive an SMS confirming payment of the parking ticket.

## Results & outlooks

Since launching in 2012, the solution has become more and more accepted as an alternative payment channel by the visitors of mfi "Arcaden" shopping centers.

Between November 2013 and February 2014, the number of transactions in mfi Arcaden shopping centers increased by 400% during a marketing campaign promoting the service.

According to a user survey conducted among 150 users in June 2013, more than 95 % of users are either "very satisfied" or "satisfied" with the service and 98% would recommend the service to friends.

In Croatia, a similar solution implemented in 2004 has reached a usage rate of more than 30%.

### About MFI

MFI is a real estate group that operates more than 25 shopping centers in Germany's major cities. Every shopping center has a carpark.

### About SUNHILL technologies

Sunhill technologies has taken on a pioneering role in the growth market of mobile payment in close collaboration with the leading European mobile operators, specializing in the mobile ticketing and parking by phone sectors. The application for on-street parking for instance, is already available in 150 locations throughout Europe, and has today reached penetration rates of up to 90 %.

# SMS PAYMENT FOR AUTOMATED VENDING MACHINES

France



Service provider



Technical provider



*"We aim to take commuters by surprise, offering them the possibility of using new payment methods, an altogether new experience when they purchase coffee, snacks and cold beverages."*

Jérôme Chabrol, Deputy General Manager at Selecta

Since May 2014, Selecta has been testing operator-billed SMS sales on over 100 vending machines throughout Paris' Gare de Lyon station, all equipped with purchase-via-SMS capabilities.



\*Haven't got any cash? Pay by SMS

The payment solution using operator-billed SMS is a universal solution - it is compatible with all types of mobiles and is simple & quick to use. All mobile owners can thus be reached, without the need to create an account or to have a bank card.

So far, the SMS payment service has been made available to customers of operators Bouygues

Telecom and Orange. SFR will soon make this service available to their customers. The service was set up with the technical expertise of the firms mobivending, Netsize and w-HA.

## Parcours client

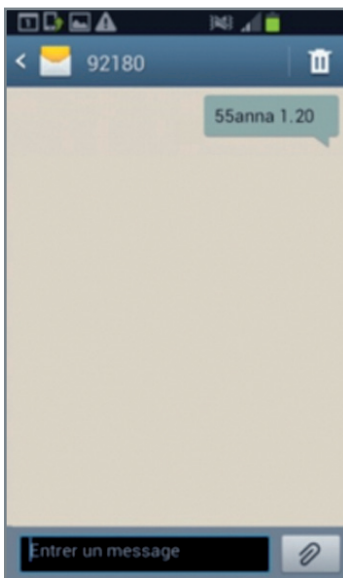
On each vending machine, instructions explain to users how to pay via SMS.

The principle is quite simple: each machine has been allotted a code (in this case 55anna) which contains a first name (in this case "anna") in order to make it easy to remember. To pay, users send an SMS containing the code and the amount with which the vending machine should be credited.

1. Send an SMS with the name of the vending machine: 55anna, followed by the price of the desired item to 92180
2. When the vending machine shows the purchase amount, you will have 45 seconds to make your choice of item
3. Your purchase will be debited from your mobile bill



## Customer Journey



1

Users send an SMS containing the name of the machine followed by the desired amount



2

They receive payment confirmation and are invited to select the desired item from the machine

\*Selecta thanks you for your purchase of eur. 1.20. Please select your item from the vending machine



3

The amount is shown on the selected vending machine

\*Credit: eur. 1.20 - Please select an item



4

Users then enter the product code on the machine and collect the item of purchase.

## Results & outlooks

The goal of this pilot is two-fold. Firstly, it aims to test the extent to which customers are prepared to pay for snacks via operator-billed SMS. Indeed, this is the first time this payment method, though relatively common in the digital world (for the purchase of music, videos etc.), is being used in material goods (snacks and beverages). As well as this, the pilot also provides a platform for mobile operators to experiment with the usage of electronic money.

If the experiment is a success, Selecta means to introduce this new payment method on its vending machines across the board.

The service has already encountered success in Norway, Finland, Denmark and Switzerland.

«Using a non-physical means of payment will help us to increase our revenues whilst decreasing our operational costs» says Catherine Sahlgren, Managing Director at Selecta Region North.

According to Johan Lindholm, Marketing Director at Selecta Region North, «people still love using coins, but they also appreciate the new possibility of SMS purchasing. And among them is a growing number of youngsters who don't necessarily have bankcards - this solution gives them an alternative when they don't have any change on them.»

## A propos de Selecta

Founded in 1957, Selecta is today the European market leader in automated vending machines. Every day they serve food products, snacks and beverages to more than 6 million consumers, at their workplaces or on their commutes. They are forever striving to find new ideas which respond to the needs and desires of consumers. As a team-based services firm, they are committed to respecting the highest standards of quality and safety in all their contact with customers and consumers, as much regarding the services as the products they have on offer. Their website, [www.selecta.fr](http://www.selecta.fr), contains any further information that you might need.



# MULHOUSE, PIONEERING MOBILE OPERATOR BILLING FOR PARKING TICKETS

France



Service provider



Technical provider

MOBILE CITY

*"On average, parking spots receive payment for just 2 hours' worth of parking per day. What we hope to do is increase the rate of payment."*

**Bernard Dugaret, Head of the Department of Traffic, Public Spaces and Transport for the City of Mulhouse**



Since March 2012, the City of Mulhouse has been offering motorists the option of paying for parking by SMS via their mobile operator bill. No need for coins, special parking cards or even find the nearest parking machine - all users need to do to pay for parking is to send an SMS. The cost of the parking is automatically deducted from their mobile operator bill or from their pre-paid account, no need to create an account or enter bank details.

Simple and quick to use, the SMS payment system also informs motorists when their parking period is about to come to an end. 10 minutes prior to the end of their allotted time, users receive an SMS indicating that their parking time will soon be up, and offering to extend the parking period.

## Parcours client

On all parking machines throughout zones Green and Orange, stickers show motorists how to pay for parking by SMS.

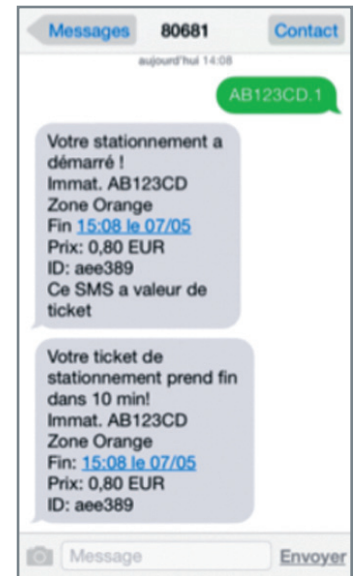
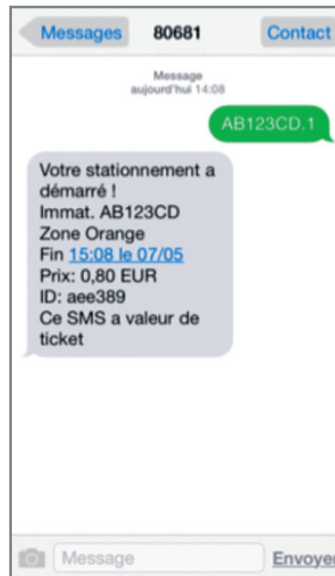
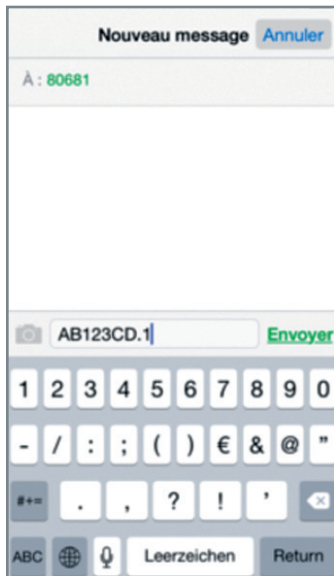
In order to minimise the data entry for motorists, and thus the margin for error, the City of Mulhouse opted for one short number per parking zone (80681 for zone Orange, 80682 for zone Green).



\*Intelligent parking  
Here in zone Orange,  
you can pay for 1 hour  
of parking by SMS,  
simply send an SMS to 80681.



## Customer Journey



\*Your parking period is now in progress!  
Registration AB123AC  
Zone Orange  
End: 15:08 on 07/05  
Price: eur 0.80  
This SMS constitutes a valid ticket

\*Your parking period will soon ends in 10 min!  
Registration AB123CD  
Zone Orange  
End: 15:08 on 07/05  
Price: eur 0.80

1

Users send an SMS with their car registration details and the period required (in hours) to the short number for the particular zone (in this case 80681).

2

They then receive a parking ticket via SMS with the transaction details: car registration details, zone, duration and price.

3

They are sent an SMS 10 minutes prior to the end of the parking period. In order to extend this period, they need only send their car registration details and the duration required to the same number.

## Results & outlooks

Launched in early 2012, the solution now makes up over 8% of the parking revenue garnered in the streets of the city. Over 11 000 individual users have made use of the system, the equivalent of almost 10% of the population of Mulhouse.

In 2014, the service generated over 8000 transactions per month in zone Orange. Capitalising on this success, the city decided to extend the service to zone Green from April 2014.

Following the launch of the service in Mulhouse, the City of Saint Mandé launched their own SMS ticketing service in October 2012, with the City of Sèvres following suit in 2013.

## About Mulhouse

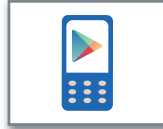
Mulhouse: an innovative city

Public Wi-Fi access, SMS parking tickets, the advent of the 4G network, development of the teleservices industry, more interactivity... Mulhouse has kicked off its e-revolution and continues to confirm its place as a determinedly connected and innovative city. Mulhouse is at the forefront of an innovative and digital usage revolution! In December 2012, the City of Mulhouse garnered the Prix du Territoire Innovant (awarded to the most innovative municipalities in France) by the Forum des Interconnectés for their application [www.ville-acces.fr](http://www.ville-acces.fr), a site designed to diagnose the online accessibility of public- and transport-based institutions.

## About mobilecity

As a market leader in the SMS parking ticket sector as well as other mobile systems of payment, Mobile City has already put its services at the disposal of many European cities. Since its inception, the company has seen a steady increase in both its number of clients and the range of services on offer in a widening variety of sectors. Among the services that Mobile City provides are SMS parking, SMS public transport ticketing, mobile ticketing (museums, concerts etc.).





# GOOGLE PLAY AND MOBILE OPERATOR BILLING: 3-CLICK PAYMENT SOLUTIONS!

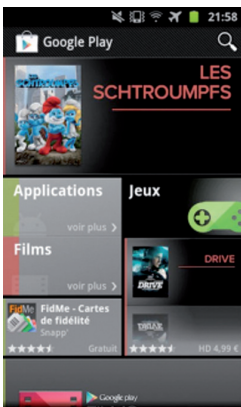
France



Service provider



*"With mobile operator billing, users no longer need to provide bank details to anyone. They simply link their Google account to their mobile in order to securely purchase all manner of content and services in just a few clicks"*



**Google Play enables all SFR, Bouygues Telecom and Orange users to pay for content and services ordered from the online store, directly on their mobile phone bill.**

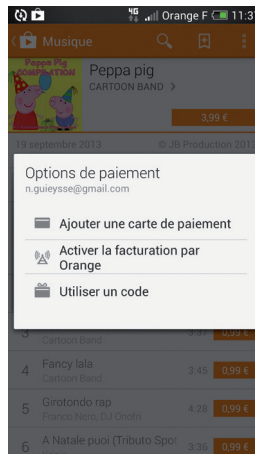
Launched in 2012 by SFR, closely followed in 2013 by Bouygues Telecom and then Orange, mobile operator billing has come to enrich the Google Play universe. With its ease of payment, users can make purchases, simply and without providing their bank details, from applications to games, digital books to music, all from Google Play. They simply link their Google account to their mobile account when making their initial purchase.

## Customer Journey for the First Purchase

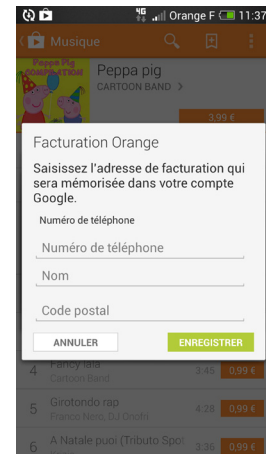
The first three steps only need to be performed by users when making the initial purchase. Once mobile billing has been set up, users will automatically be offered the mobile billing solution (cf. steps 4 to 6).



\*Click on "Proceed" to add a payment option and complete your purchase



\*Payment options Add a credit card Enable operator billing Use a code



\*Operator billing - Enter the billing address that will be saved in your Google account Phone number - Name - Zip code

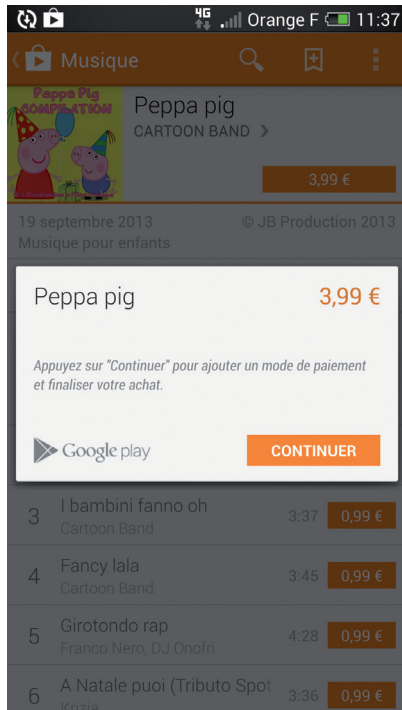
**1** The user initializes a purchase.

**2** They choose to enable operator billing

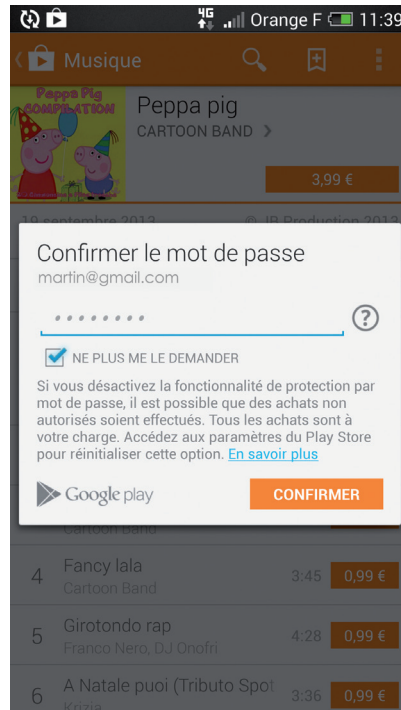
**3** They enter their details, which will be linked to their Google account

## Customer Journey for Consequent Purchases

Once the first purchase has been undertaken, the customer journey is made up of the 3 following steps (it is possible to stop asking for the Google password for 1-click payment solutions):



\*Charge my operator bill



\*Confirm your password



\*The payment was successful

1

The user initiates the purchase. A payment window pops up, reminding the user that they will be debited via their mobile bill. The user then clicks on the «purchase» button.

2

The user then enters their password for their Google account in order to validate their purchase. Then can opt to remove this step for consequent purchases.

3

A window informs them that payment has been accepted. The user can then access the content purchased. An order receipt reminding them of the details of the purchase is sent to the email address linked to the Google Pay account.

## Results & outlooks

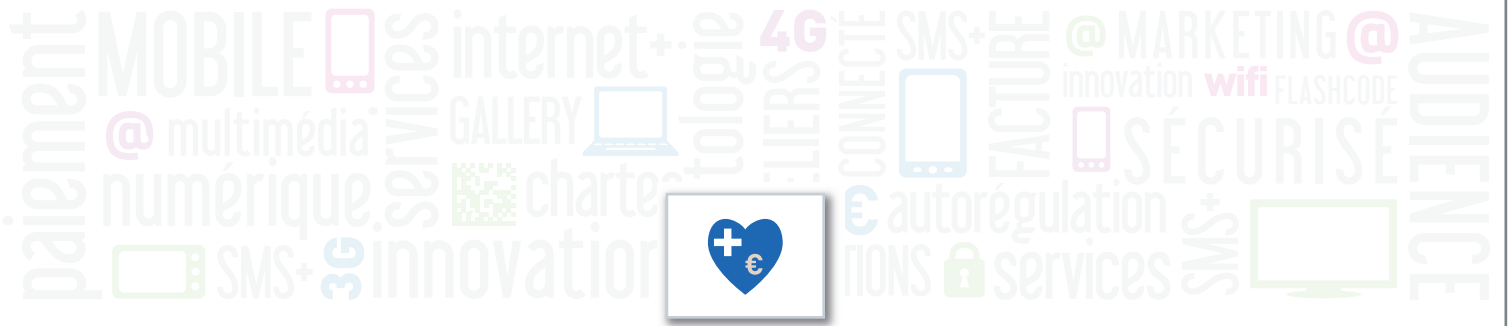
Early 2014, Google play began offering the option of operator billing in 21 countries<sup>1</sup>

In France, the launch of payment via mobile operator billing within the store has already proven successful. Mobile operator Orange announced that 500 000 payment transactions in the three months following the launch.

<sup>1</sup> For the list of operators offering Google Play via operator billing, see: <https://support.google.com/googleplay/answer/2651410?hl=en>

## About Google Play

Google Play is a digital entertainment destination where you can find, enjoy and share your favorite music, movies, books and apps on the web and on your Android phone or tablet. Google Play is entirely cloud-based so all your music, movies, books and apps are stored online, always available to you, and you never have to worry about losing them or moving them again. To learn more, head over to [play.google.com/about/](http://play.google.com/about/).



## WITH THE FRENCH RED CROSS, TEXT TO DONATE

France



Service provider



Technical provider



*"One of the today's most important issues involves the creation of new channels making it easy for the public to provide financial support. The first results for SMS donations are very encouraging."*

**DU 1<sup>er</sup> AU 9 JUIN**

Journées nationales de la **croix-rouge**

**POUR COMBATTRE LA PRÉCARITÉ**

**NOUS ALLONS TOUT DONNER.**

**VOUS AUSSI, DONNEZ.**

Faites un don de **2 €** par SMS en envoyant **DON** au **92200 \***

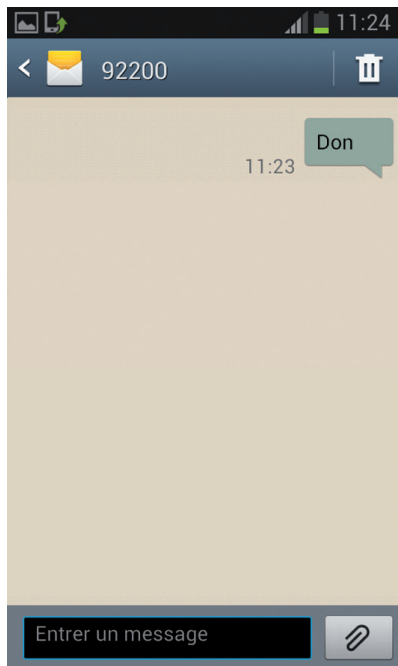
LE GROUPE LA POSTE
 croix-rouge française  
Humanizing life

DISPONIBLE UNIQUEMENT EN FRANCE MÉTROPOLITAINE POUR LES CLIENTS DE BOUYGUES TÉLÉCOM, ORANGÉ ET NFR. DONNÉES COLLECTÉES SUR FACTURE OPÉRATEUR MOBILE. INFORMATIONS COMPLÉMENTAIRES SUR WWW.CROIX-ROUGE.FR

Between the 1st and the 9th of June 2013, as part of its nationwide fundraising campaign, the organization offered donors the possibility to support their cause by donating via SMS. This extremely user-friendly solution is available to the wider public. Enabling donors to pay directly via their mobile operator bill, without opening an account or providing bank details, this solution is both highly efficient and remarkably secure.

With the world in a state of financial crisis, non-profit organisations who wish to receive donations have to deal with both a decrease in the funds allocated by public institutions and the risk of a dip in donations offered by individuals. SMS donations is an innovative answer to the issue of decreasing yields for traditional fundraising methods. It makes donating small amounts much easier. This fundraising channel has already proven itself abroad, it has been in use in the Red Cross for a few years now.

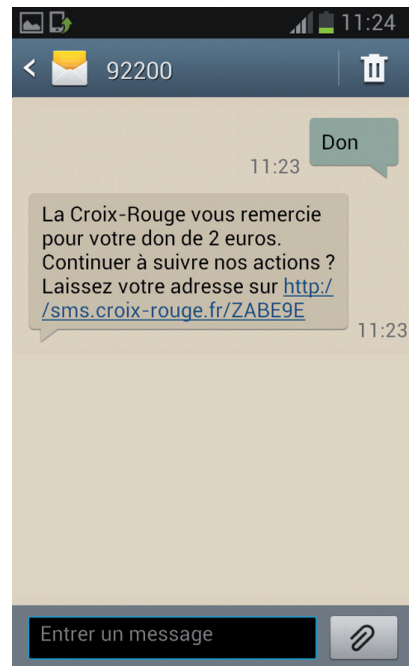
## Customer Journey



\*Donation

1

The user sends an SMS with the keyword "don" to the short number 92200.



\*The Red Cross thanks you for your donation of 2 euros. Would you like to follow our progress? Leave your address on our website <http://sms.croix-rouge.fr/ZABE9E>

2

The user receives a confirmation-SMS with the information that their donation has been accepted

## Results

The first campaigns run by the Red Cross showed donors' wish for this new channel which promotes, first and foremost, spontaneous donations.

In this way, following its nation-wide fundraising campaign, the Red Cross launched a call for donations via SMS as part of its emergency campaign for the victims of Typhoon Haiyan in the Philippines. This saw over 170 000 donations, making up 13% of overall donations.

The target customer for the Red Cross through this new fundraising channel (persons aged 15-34) were the biggest users of this donation method.

In the 6 months following its launch in June 2013, a total of 198 000 one-shot donors have supported the Red Cross through their 240 690 donations via SMS.

## About the French Red Cross

The French Red Cross is an independent organism which battles side by side with public institutions. According to the French statute Association loi 1901 (pertaining to non-profit organizations), it has been recognized as being «an institution for the public good» since 1945. The French Red Cross is made up of 54 000 volunteers and 18 000 employees throughout France. Working hand in hand with public institutions in their humanitarian missions, the French Red Cross fights battles on a variety of different fronts in order to relieve the suffering of humankind.

## About HIGH CONNEXION

High Connexion - [www.highconnexion.com](http://www.highconnexion.com) - is an innovative company operating a multi-channel relational platform which places the mobile phone at the heart of digital marketing. High Connexion offers clients their technological expertise, which is built around SMS, mobile and NFC applications, using new solutions for mobile payment, mobile marketing and to improve customer loyalty.





## SMS TICKETING SOLUTION FOR ZURICH NIGHT BUS AND TRAINS

Switzerland



Service provider



Technical provider



*"The ordering of night tickets by SMS is successful.  
First, it is very easy as no initial registration is needed.  
It is also far quicker than queuing in front of a ticketing machine"*

Since December 2002, the public transport network of Zurich (ZVV) has also been running at night and passengers are required to buy night supplements to use the transport network. Within around 10 years, demand for nighttime network services had risen by more than 300%, and this demand looks set to continue growing.

To reduce the queues that form at ticket machines just before the departure of night buses and night trains, unified night supplements have also been available for sale via SMS since 2009.

**Nachtzuschlag jetzt per SMS!**

Ab 1 Uhr Nachzuschlag für Nachtwind notwendig!  
Einfach per SMS oder am Billettautomat lösen.

\*Night supplements are now available by SMS!

The SMS service was launched by the public transport network of Zurich (ZVV) for New Year's Eve 2008/2009. On this first night, 2,700 tickets were sold by SMS. This craze is mainly the result of the ease of use of the solution as no initial registration is needed, mobile end-users are simply charged for their ticket purchase directly via their telecom operator bill.



Keep up to date with all the latest on our <innovative use cases> at [afmm.fr](http://afmm.fr)

Follow us on Twitter @MyAFMM

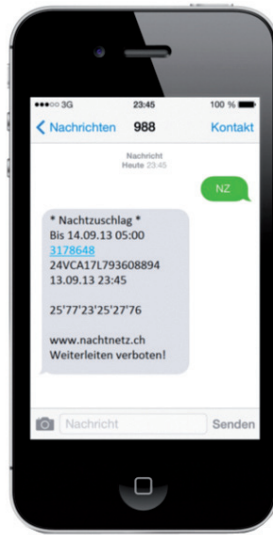


## Customer Journey



1

The customer sends an SMS with «NZ» to shortcode «988».



2

The customer will be sent the night supplement as an SMS message (price: CHF 5 per SMS). He must show this night supplement SMS to the driver or ticket inspector on request.



3

Tickets can be scanned using an OCR system (Optical Character Recognition) embedded in mobile devices. Automatic, visual and manual scans are possible via the inspection App.

## Results & outlooks

Initially launched in 2009 by Zurich's public transport network (ZVV), the SMS service has extended since 2012 to 9 additional nighttime networks related to different transport areas. Geographically speaking, it also covers 8 different Swiss cantons.

The service is very successful, highly appreciated and the user-base is still growing.

In 2013, more than 380,000 night supplement tickets - i.e. about 70% of all night supplement tickets - were ordered and paid for by SMS. Traffic increases at rates of over 30% per year.

Since the successful launch in Zurich, SMS payment was introduced on the Fribourg public transport network in 2012. And more than 1 in 5 occasional passengers are already using this payment method. From February 2014, the Geneva public transport network has made the SMS payment solution available to the public.

### About ZVV

ZVV operates Switzerland's biggest integrated public-transport system with 5 000 employees in the transport businesses in the ZVV group, ensuring that 2 000 train sets, buses, trams, boats and cable cars travel the equivalent of five times round the world each day and transport 1.3 million passengers per day to their destinations. The ZVV has 300,000 regular customers.

### About MNC

Founded in 1999, MNC was purchased by Alcatel-Lucent in 2004. Historically based in Lausanne (Switzerland), MNC also has a subsidiary in France, where it offers its services and expertise. Through Alcatel-Lucent, MNC is actively involved in many innovative projects and operations in Germany, the U.S., Canada and Africa. Their technical, sales and operations teams are based in Lausanne, Zurich and Paris.



## CHARITY DONATION RECEIVED VIA MOBILE OPERATOR BILL

Switzerland



Service provider

**getunik.com**

Technical provider



*"The SMS donation service has become a market reference for donations. This has drastically simplified the life of thousands of people willing to participate in various humanitarian projects."*

From December 2009, getunik has developed a SMS-based donation service which is broadly used across nonprofit organizations in Switzerland. Customers are UNICEF, WWF, Save the Children, Caritas, MSF, Swiss Red Cross and many more. Donations via SMS allow donors who might only be able to afford to pledge small amounts. Their donations are collected via their mobile bill in one quick and easy motion without the need of a credit card or bank account.



**Pour verser un don de 50 francs par SMS, envoyez Philippines 50 au 227.**



\* Helping typhoon victims in the Philippines.  
To make a donation via SMS for the amount of CHF 50 please send PHILIPPINES 50 to the short code 227

Currently, over 300 active associations in Switzerland receive donations by SMS today. But to achieve such a result, different issues had to be handled, such as the management of the billing without VAT, the choice of appropriate commercial terms & conditions for donations, the assurance of full compliance with the existing "Code of Conduct" and local regulations. From now on, charity organizations like Caritas can quickly and efficiently collect money to help confront natural disasters and other emergency situations.

The charity organizations can choose to call for either a fixed-amount donation - the fixed amount is associated with a single keyword corresponding to a specific amount of money - or a free-amount donation - where the amount freely selected by end-users is associated with a keyword. Donations are limited to CHF 100 (= €80 or £70).

## Customer Journey

What follows is the case of a fixed-amount donation:



\* Typhoon in the Philippines: Caritas is upping its aid, thanks to your kind donations! Recommend Caritas. For CHF 30 - send Philippines 30 to 227 www.caritas.ch. Thankyou!



\*They then receive an SMS reminding them of the amount of the donation and asking them to confirm that they do wish to donate



\*Yes

1

Users receive an SMS encouraging them to make a donation to Caritas

2

They can respond by sending the keyword and the amount indicated in the promotional SMS.

3

They then receive an SMS reminding them of the amount of the donation and asking them to confirm that they do wish to donate.

4

Users then confirm their donation.

Users can also request a tax receipt in order to deduct their donation from tax.

Charity organizations can also set up subscription services (allowing recurrent donations), in-App donations (triggering SMS payment) or online donations triggered from a web site and finalized by SMS.

## Results & outlooks

More and more charity organizations choose SMS donation in order to reach a much broader audience as it allows everybody, even those who don't have a lot of money, to participate.

SMS donors like to give via their mobile device because it is easy, convenient, and allows them to make donations immediately using their mobile operator bill.

Campaigns that directly target already registered donors by SMS are very effective and have been shown to deliver excellent ROI for the charity associations (such campaigns imply the prior agreement of the target audience). Figures show a potential 30% conversion rate with average donation amount of CHF 34 (= €30 or £25) (when end users are free to choose the donation amount).

### About getunik

getunik ag, the Swiss full service web agency, has been supporting demanding clients who use the internet actively for campaigns, customer dialogue, fundraising, and e-mail marketing since 1998. During this time, the company has implemented more than 1,000 projects across five continents. Its current clients include tennis pro Roger Federer, some thirteen WWF organisations, Greenpeace, UNICEF Switzerland, ODLO International, as well as the United States Fish & Wildlife Service, getunik ag is headquartered in Zurich, Switzerland.

### About MNC

Founded in 1999, MNC was purchased by Alcatel-Lucent in 2004. Historically based in Lausanne (Switzerland), MNC also has a subsidiary in France, where it offers its services and expertise. Through Alcatel-Lucent, MNC is actively involved in many innovative projects and operations in Germany, the U.S., Canada and Africa. Their technical, sales and operations teams are based in Lausanne, Zurich and Paris.



# IN FLORENCE, SEND AN SMS AND GET ON BOARD

Italy



Service provider



Technical provider



*"The introduction of SMS Ticketing has strengthened our sales network, allowing all mobile phone users the freedom to buy their tickets on an anytime, anywhere basis, without the need for cash"*

**Stefano Bonora, Chief Marketing Officer of Busitalia**

**INVIA UN SMS E SALI A BORDO!**

- INVIA UN SMS CON TESTO ATAF AL NUMERO 4880105
- ATTENDI IL MESSAGGIO DI RISPOSTA
- SALI A BORDO CON IL TUO BIGLIETTO ELETTRONICO

Il prezzo del biglietto elettronico è di 1,20€ e al si aggiunge il costo dell'SMS di richiesta che è pari a 125 centesimi IVA inclusa per clienti di TIM, 124 centesimi IVA inclusa per i clienti di Vodafone e Wind, mentre varia a seconda del piano tariffario per i clienti di 3 Italia. Il Biglietto Elettronico è valido per 90 minuti dalla richiesta. Verifica disponibilità e Termini & Condizioni del servizio sul sito [www.mobilitypay.it](http://www.mobilitypay.it)

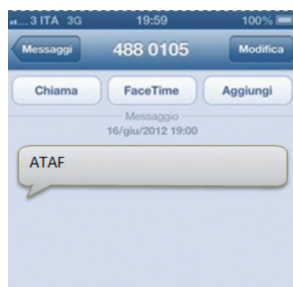
The service launched in Florence on March 29th 2012 means millions of Italians can purchase bus tickets from any type of mobile phone via a premium SMS, without needing to use bank accounts, credit cards or to pre-register personal details online.

According to a study carried out by the Observatory of the Politecnico di Milano on consumer preferences in mobile services, 65% of respondents expressed an interest in Mobile Ticketing. The local public transport of the Florence area has confirmed this study with the success of their service. In Florence, the Netsize solution enables customers to buy flat-rate travel tickets by sending an SMS from their phone to the bus operator, or by confirming their purchase on a mobile website. Payment is made directly from the user's prepaid or mobile phone account, putting cashless travel within easy reach of a wide range of customers.

The service is immediate and easy for end users as no registration is required. As a consequence, it allows the transport company to increase sales and reduce fare evasion.

- \* "Send an SMS and get on board"
- 1. Send an SMS with the text "ATAF" to the short code 4880105
- 2. Wait for confirmation of your request
- 3. Get on board with your e-ticket

## SMS Customer Journey



1

The passenger sends the keyword "ATAF" by SMS to the short code 4880105 before boarding



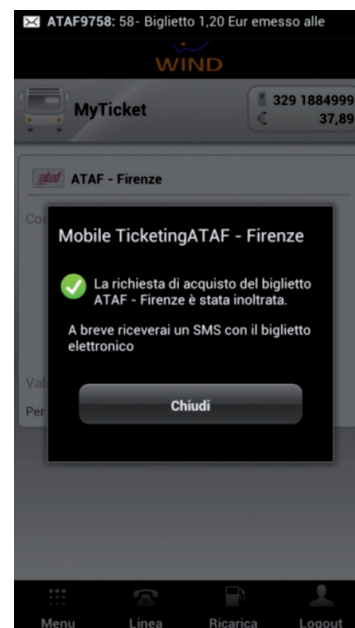
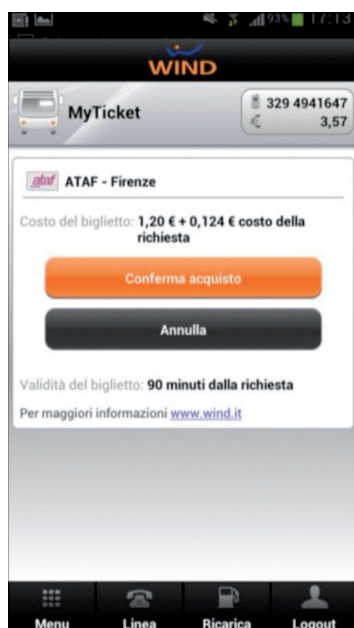
2

The passenger then receives a message that contains the details of the e-ticket, the time of issue and period of validity. The validation of the ticket purchase is contextual and therefore does not require any further validation.

\*04+ Ticket Eur 1.20 issued at 19.00 the 16/06/12 valid for 90 min.



## Mobile Internet Customer Journey



1

Here is an example using the operator Wind and the application MyWind (googleplay, iphone). On the application, the passenger selects the ticket.

2

The mobilepay<sup>1</sup> payment page is then displayed reminding the user of the name of the service and the price. The user confirms the purchase by clicking on the confirmation button.

3

A message informs the user that an SMS has been sent to their mobile as an e-ticket containing the references of the payment.

<sup>1</sup>mobilepay is a payment platform for digital services, built by the six largest Italian mobile operators

## Results & outlooks

By the end of 2013, in Florence, an average of about 160,000 tickets were being ordered by SMS each month.

Following the launch of the service in Florence, 8 other Italian cities have successfully opened the service. Since the launch in Italy 18 months ago, more than 200,000 customers have already paid by SMS and over two million SMS fares have been sold, accounting for 25% of single-use tickets issued by participating bus companies.

“In addition to simplifying the lives of customers, it provides an attractive alternative to the expensive and time consuming process of issuing paper tickets. In Florence specifically, this new innovative solution has been very well received by commuters and we are witnessing strong user adoption.” said Stefano Bonora, Chief Marketing Officer of Busitalia

## About ATAF

L'ATAF, acronym of Azienda Trasporti Area Fiorentina, has been a limited company since the beginning of 2001 and operates the local public transport to Florence and parts of the surrounding province .

## About Netsize

Netsize - a Gemalto company - is the global leader for mobile operator micro-payment solutions and messaging services. They connect and contract directly with mobile operators and help their clients to monetize mobile services or provide messaging services. These services include selling digital goods or vending and ticketing, as well as value added services like mobile marketing to manage customer relationships and app store payments.



RELIABLE  
WITHOUT PROVIDING BANK DETAILS  
EASY HIGH PENETRATION OF MOBILE  
FRICITIONLESS PAYMENT SAFE  
CONVENIENT WITH ANY MOBILE DEVICE  
QUICK ANYWHERE MORE AND MORE POPULAR

# MOBILE OPERATOR BILLING

SUITABLE FOR EVERYDAY USE ANYTIME HIGHLY APPRECIATED  
INNOVATIVE SIMPLE IMMEDIATE  
ATTRACTIVE WITHOUT PRIOR REGISTRATION  
HIGHLY EFFICIENT  
SIMPLIFYING THE LIVES OF CUSTOMERS  
USER-FRIENDLY SOLUTION

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Tél : 01 42 97 97 33  
www.afmm.fr  
Association régie par la loi 1901

