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Case Studies: Nandos



WAP – digital feedback

Nando's, the Portuguese restaurant chain, thinks customer feedback is vital. So they wanted to make it as easy as possible for their customers to let them know what they were thinking.

The traditional feedback forms available in all Nando's restaurants weren't being completed as often as Nando's would have liked. And, when they were filled in, they had to be laboriously transcribed into digital format.

Nando's presented the problem to Plus Telecom and we instantly suggested WAP as the perfect solution. We quickly created a WAP site that customers could visit and complete an electronic feedback form using their phone.

Straightaway this increased the volume of feedback Nando's received, since customers would much rather interact with their phone than with a printed form. But even with increased volume, time spent processing the feedback decreased since the data received was already in a workable digital format.

As well as the increased feedback, the WAP site also delivered another important benefit – a database of customer contact details. Every customer who visited the WAP site was registered to receive future promotional text messages from Nando's. So, Nando's could also open another important communication channel with their customers.

Fun Club – MMS picture messages

The Nando's Fun Club is a brilliant use of MMS picture messaging, aimed at the all important younger customer.

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Case Studies: **Nandos** (cont...)

Promotional leaflets displayed on every Nando's table encourage children (or adults!) to peel off a fake moustache, stick it on their face and then take a photo of the result with a mobile phone.

The image, along with the wearer's name and a code identifying the individual restaurant, can then be texted to Plus Telecom's dedicated MMS shortcode. The Plus Telecom system identifies the restaurant the user has sent the picture from by the code and then posts the image, along with the location of the restaurant and the customer's name, on the Fun Club page on Nando's website. Membership of the Fun Club includes entry into a regular prize draw and special offers sent by text so customers can be targeted by promotional SMS on an on-going basis.

Taking a picture and posting it to the web using a mobile is a fun and engaging process that kids and parents love. Plus Telecom's instant MMS web-upload makes it possible.

[Click here to view the most recent Fun Club photos](#)

Location-based services

Location-based services are at the cutting-edge of SMS and Plus Telecom has complete capability.

Location-based services (LBS) provide information to users by SMS based on their geographical location. Nando's wanted their customers to be able to text off the word NANDOS and receive back directions to the nearest Nando's restaurant on their phone.

When a request from a customer is received, Plus Telecom's LBS software locates the customer to within 15m using triangulation. Then, a dedicated link to the Mutimap direction service provides a small scale map as well as written instructions to the customer's phone, describing exactly how to get to the nearest Nando's restaurant, wherever they happen to be. The system can even give different directions depending on whether the customer is on foot or driving.

Make your business as accessible as possible to your customers at all times, using location-based services.

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Case Studies: Red Cross



The Red Cross need to reach out to as many people as possible to find support for the incredible work that they do. Plus Telecom helped improve the direct response rate to their advertising, and saved them valuable customer service resource by reducing their administration.

Adding an SMS keyword to any advert increases the direct response rate – people who would never call will text. The Red Cross wanted as many people as possible to request a brochure about simple first aid. So the first thing Plus Telecom suggested was adding in a keyword to their outdoor media campaign. All people had to do to receive a brochure was text the keyword, along with their name and address, to a Plus Telecom shortcode.

The great thing about text requests for information is that they cost nothing to receive (unlike calls, which need to be answered by a member of staff). They also arrive in an editable spreadsheet (unlike written requests) so they can be mail merged instantly. The Red Cross found they spent far less time on compiling contact details to get their brochures out the door.

If you would like to receive a Plus Telecom brochure, just text PLUS, followed by your name and address, to 80182

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Case Studies: Church Of England



As everyone knows, Lent is a time of abstinence. But being abstemious can be difficult. The Church of England wanted to provide support to those observing Lent in the form of regular text messages with inspirational religious significance.

Plus Telecom assigned the Church of England a suitable keyword and then set up an auto responder to automatically deliver a daily message for the 40 days of Lent. The Church uploaded their 40 messages online, using Plus Telecom's Reach Platform.

This service is simple. But it proves that SMS is the perfect form of delivery of any message in the modern world.

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Case Studies: Tottenham Football Club Competition



Tottenham Hotspur wanted to start engaging their fans with a series of competitions where fans could enter by text. Simple enough. But they also wanted to be able to create new competitions quickly and easily and take direct control of the administration themselves.

Plus Telecom designed a classic SMS competition entry system. Spurs then advertised the competition. Entrants simply texted off a designated keyword plus their answer of A, B or C to a short code. The system sent back an automatic response telling the entrant if they had answered correctly or not and the entrant's mobile number was placed in the corresponding 'correct' or 'incorrect' file for when the winner would be chosen.

Fans could also enter by calling a competition line. Plus Telecom created an IVR which played callers the competition question, then allowed them to choose their answer of 1, 2 or 3. The IVR then played a sound file informing the caller if they had answered correctly or not and the number of the caller was stored.

The entire system could be updated from one central admin panel. Whenever Spurs wanted to run a different competition, they simply accessed the admin panel. They could choose a new keyword and then choose which answer was correct (A, B or C or 1,2 or 3) for the competition linked to that keyword. The telephone entry system was updated at the same time, with new sound files being uploaded via the admin panel so that callers heard the correct question and possible answers.

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Case Studies: UK Voices



UK Voices is the largest database of new voiceover talent in the world. Traditionally, they collected membership fees by credit card. But they also wanted to introduce a more flexible payment option.

Plus Telecom knew that SMS was the answer. The first thing we did was build an SMS and phone line registration system. In order to join, all that UK Voices customers had to do was text off a keyword or call a phone line and give their mobile number. Our system then stored their phone number and automatically generated a username and password so they could access the UK Voices website. This account information was sent to the customer as a text message.

Each customer paid for their subscription by receiving one reverse-charged text message every 14 days. The Plus Telecom system queued these messages. The UK Voices team logged on to a purpose-built admin panel to write the content of the message and send it. If a customer unsubscribed from the service and stopped receiving the messages, their log in details automatically ceased to function.

Premium-rate SMS is a great way to collect low-value, regular subscription payments. It's simple, accessible and it works. Integration with a website shows its versatility. Speak to Plus Telecom about how you can use premium-rate SMS.