



**Advanced
Telecommunication
Services**



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About PremTel

"PremTel's mission is to be the most competitive provider of appropriate Integrated Telephony Solutions in Europe. Primarily through highly trained customer focused staff, and building strategic alliances. PremTel strongly believes in providing quality, service and value to all our customers."

As one of the UK's fastest growing specialised Interactive Telecoms providers, Derby based PremTel Ltd, has assisted businesses of all sizes to take advantage of modern telecoms.

Modern telephony now provides a new and progressive way to manage all your inbound and outbound calls. Modern telephony also provides cost effective and efficient methods of interacting to a much higher level with your clients and suppliers.

Premtel specialises in assisting companies embrace this new technology by providing state-of-the-art facilities for intelligent call routing, data capture, fax-to-email, voice-to-email, SMS alert services and many more. All these solutions have proved to be extremely cost effective and in most cases improved revenue and customer satisfaction.

PremTel introduce businesses to the widespread benefits of mobile phone usage. Mobile SMS and MMS services are often used to enhance marketing campaigns, providing instantaneous, personal interaction with customers whilst providing a new communications tool.

With over four years experience within the Telecommunications industry the staff at PremTel will provide you with a professional, well rounded solution to all your telephony requirements.

So whatever your telephony need, our professional staff will be pleased to discuss these with you.



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Call Management Service

Description:

This service is designed to substantially reduce your operational costs by managing in-coming phone calls efficiently and effectively using our flexible Interactive Voice Response (IVR) Server through the use of non geographic numbers, (I.e. 0845, 0870, 0871, Follow-me and Premium Rate numbers).

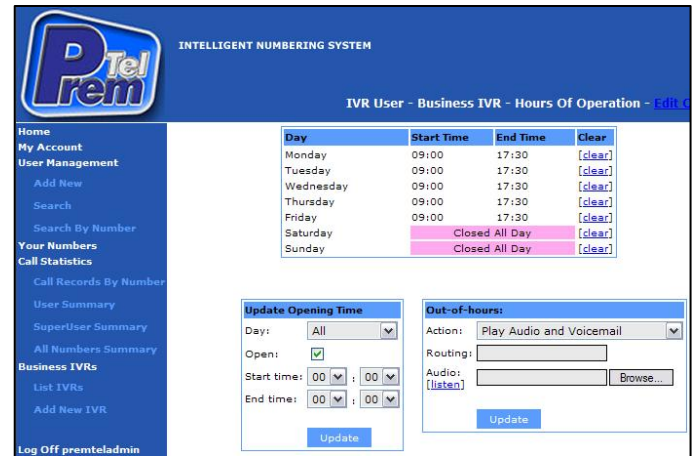
What does PremTel's Call Management Service offer?

Incoming calls can be handled and routed as follows:

1. Faxes can be identified, converted and routed to a dedicated email address.
2. Calls can be routed to Voicemail; this facility allows a caller to leave a message that will be directed to your email (or a dedicated "catch all" email address)
3. The IVR (Interactive Voice Response) functionality manages the call handling aspect of all incoming calls to your department or organisation.

For example:

- a) The service will announce the normal office hours, so that calls taken outside normal office hours can be routed as voice to email to a dedicated out of hours email address.
- b) The service will provide up to 10 options for department or specific selections, I.e. press 1 to be put through to sales, 2 for technical, 3 for accounts and so on.
- c) The system also detects and can display the number that a caller has dialed, I.e. if the caller dialed a non geographic number such as 0870, this number can be displayed.
- d) The system also provides a "whisper service"; this identifies the callers selection to the person answering the call, i.e. "this caller requires accounts". A very useful function in a busy office where many people may answer the phone, but aren't necessarily the person the caller requires.



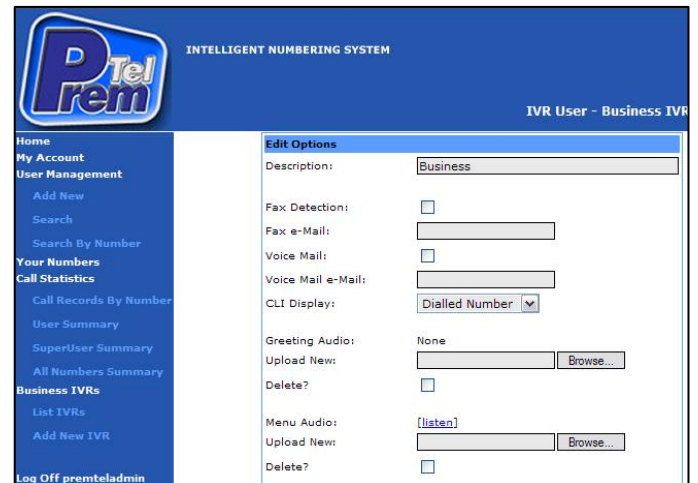
INTELLIGENT NUMBERING SYSTEM
IVR User - Business IVR - Hours Of Operation - Edit Options

Day	Start Time	End Time	Clear
Monday	09:00	17:30	[clear]
Tuesday	09:00	17:30	[clear]
Wednesday	09:00	17:30	[clear]
Thursday	09:00	17:30	[clear]
Friday	09:00	17:30	[clear]
Saturday	Closed All Day		[clear]
Sunday	Closed All Day		[clear]

Update Opening Time
Day: All
Open:
Start time: 00 : 00
End time: 00 : 00
Update

Out-of-hours:
Action: Play Audio and Voicemail
Routing:
Audio: [listen] Browse...
Update

Log Off premteladmin



INTELLIGENT NUMBERING SYSTEM
IVR User - Business IVR - Edit Options

Edit Options

Description: Business

Fax Detection:

Fax e-Mail:

Voice Mail:

Voice Mail e-Mail:

CLI Display: Dialed Number

Greeting Audio: None
Upload New: Browse...

Delete?

Menu Audio: [listen]
Upload New: Browse...

Delete?

Log Off premteladmin

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What are the benefits of choosing PremTel's CMS Solution?

1. No requirements for the following otherwise major costs:
 - a) Telephone exchange.
 - b) Telephone reception.
 - c) Sophisticated Hardware and Software for managing fax and voice data.
2. The Call Management Service is cost effective and increases your business efficiency.
3. The simple and easy to use software makes this Call Management Service a market leader, and frees up busy receptionists / secretaries, whilst ensuring the caller gets through to the relevant person, and the persons receiving the calls are able to identify (from the keypad response pressed) the nature of the call.
4. With our web based interface, all the above services can be edited / updated as required by the user, as well as providing the facility to enter their own greeting files and edit menu files in real time.
5. All PremTel services offer the highest standard of quality control, therefore giving you confidence in the Solution.
6. All the benefits of using non geographic numbers.



What are your Customers benefits?

1. Shorter time on the phone due to efficient routing.
2. Connected to right person every time.
3. They can leave a message for targeted person.

Costs & Revenue			
Available Tariffs	Any Premium Rate or non geographic numbers.	Your Revenue	See the standard rate card
Setup Costs	£100.00 setup of Call Management System.	Ongoing Costs	Up to 5 numbers £50, annual fee payable in advance
		Lead Time	Non geographic 3 days. Premium Rate normally 4-6 weeks in order for ICSTIS permission to be obtained

Example cost with up to 5 numbers:

Set up £100.00
 Up to 5 numbers £50.00
 Total Cost £150.00 with an ongoing annual fee of £50.00 per year.

Note: All costs are subject to vat at standard rate

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Competitions / Prize Draws

Description:

These can be run using either Premium Rate Numbers or SMS. A typical competition generally requires an entrant to answer a multiple choice question and then leave some contact details.

Using SMS the entrant would send in a keyword followed by their answer to a short code, the entrant would then receive a chargeable message back. The service will now have the entrant's mobile phone number and will be able to advise them if successful using this number. PremTel provide the customer with a web based interface in order for them to manage their own competitions and see results instantly, thereby measuring the effectiveness of the campaign.

Using a Premium Rate Number for the competition the entrant would call a PR number and answer the question as well as leaving any other required data. Periodic competitions and prize draws could be run during key events and involve business partners and suppliers. (I.e. The prize is bought to you by PremTel, key sponsors of the event).

What are the Benefits of choosing PremTel's Competition Service?

1. Generates an instant revenue stream.
2. Promotes product awareness.
3. Customer interaction.
4. Qualified data collection.
5. Provides incentive for entrant to leave data or even make a brochure enquiry.
6. Competitions could potentially be run as free to entrant, i.e. on non geographic numbers or no-reply to entrant on SMS. The client may wish to use this solution in order to gather data or promote a service or themselves without charging the entrant. In this case PremTel would expect a "sponsored by PremTel" message on all advertising and there may be monthly running costs payable by the client.

Your Customers benefits:

1. A chance to win a prize.
2. A means to interact with supplier.
3. No forms to fill in or tickets to buy.
4. Entrants will receive a message direct to their mobile informing them of the result.

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Number Setup Costs	Single* data collection £50 up to 5 numbers. Multiple* data collection £150 up to 5 numbers. SMS £50 per keyword	SMS Setup Costs	£75 per system with a single keyword. Please contact us for multiple keywords or dedicated code pricing for high traffic volumes.
Ongoing Costs	£25.00 annually	Lead Time	3-5 days

*Refers to the data collection from the caller, I.e. the caller's telephone number or name etc. Any D.T.M.F. (Telephone keypad) input will be classed as multiple data collection.

Note: All costs are subject to vat at standard rate

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Opinion Polls and Votes Service

Description:

An excellent data capture tool. Canvass for opinion, for example, post event questionnaire (WAP push) asking what appealed and what didn't, what would the customers like to see / do next etc, Good tool to help build a loyal fan base to interact with. Votes can be run on SMS and Premium Rate Numbers. Using SMS they would send in a keyword followed by their nomination or opinion and would get a chargeable message back, for Premium Rate Numbers they would call a number and make their nomination or leave their opinion as well as any other required data.

Votes can be run during key events and involve business partners and suppliers. PremTel will be happy to help with the legwork regarding the advertising and marketing.

What are the Benefits of choosing PremTel's Opinion Polls and Votes Service?

1. Powerful accurate marketing tool to add to your marketing mix.
2. Generate a revenue stream.
3. Promote product awareness.
4. Allows customer interaction.
5. Qualified data collection.
6. Votes could potentially be run as free to user, therefore calls could be made on non geo number and "no reply to user" on SMS, or client can pay for reply (6p), this is useful where the client wishes to gather data or promote a service or themselves without charging their users. In this case PremTel would expect a "sponsored by PremTel" message on all advertising and there may be monthly running costs payable by the client.

Your Customers benefits:

1. Allows your customer to interact with you and give valuable feedback.
2. Allows your customer to affect an outcome.
3. A chance to win a prize.
4. A means to interact with supplier.
5. No forms to fill in.
6. They will receive a message direct to their mobile informing them of the result.

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Number Setup Costs	Single* data collection £50 up to 5 numbers. Multiple* data collection £150 up to 5 numbers. SMS £50 per keyword	SMS Setup Costs	£75 per system with a single keyword. Please contact us for multiple keywords or dedicated code pricing for high traffic volumes.
Ongoing Costs	£25.00 annually	Lead Time	3-5 days

*Refers to the data collection from the caller, I.e. the caller's telephone number or name etc. Any D.T.M.F. (Telephone keypad) input will be classed as multiple data collection.

Note: All costs are subject to vat at standard rate

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Pay for Product

Description:

Pay for Product systems give your customer the choice of how to pay for low value products and services (Micro-billing).

Billing by premium rate telephone or premium rate SMS for small value items is extremely cost effective and convenient for the client. E.g. Ticket purchase, ring tones and logos, unlocking mobile phones, and may more.

What are the Benefits of choosing PremTel's Pay for Product Service?

1. Instant sale and in some cases delivery.
2. Qualified data collection.
3. Non resource intensive.
4. 24/7 automation,

Your Customers benefits:

1. Extremely convenient way to pay for low cost items.
2. One stop shop for repeat items.

Costs & Revenue			
Available Tariffs	Any but should run on 0907 where premium rate numbers are used	Your Revenue	See Standard Rate Card
Number Setup Costs	Single* data collection £50 up to 5 numbers. Multiple* data collection £150 up to 5 numbers. SMS £50 per keyword	SMS Setup Costs	£75 per system with a single keyword. Please contact us for multiple keywords or dedicated code pricing for high traffic volumes.
Ongoing Costs	£25.00 annually	Lead Time	3-5 days

*Refers to the data collection from the caller, I.e. the caller's telephone number or name etc. Any D.T.M.F. (Telephone keypad) input will be classed as multiple data collection.

Note: All costs are subject to vat at standard rate

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Photo / Digital content ordering service

Description:

Users can text in a keyword followed by an order code and get content delivered to their mobile phone, for example photos, videos, chat etc. The content can be delivered as a WAP (Wireless Application Protocol) push or as MMS (Multi Media Service), the user will click on the message and the item will download to their mobile phone. Separate SMS messages will be sent with the WAP push to bill for the item.

The service can also be run as a subscription service in two ways, either the client sends out content to groups of users ad hoc, or users pay a set fee e.g. £3 per week and this gives them x amount of credits to use to download content of their choosing.

What are the Benefits of choosing PremTel's MMS solution?

1. A simple method of distribution to groups of users.
2. Instant communication.
3. Easy revenue collection.
4. Online interface.
5. Product advertising, e.g. film trailers

Your Customers benefits:

1. Instant content.
2. Easy payment.
3. No contracts.
4. Fun

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card Note there is a cost for the WAP push.
Setup Costs	£75 per keyword, prices may vary due to the service complexity and content type and volume	Ongoing Costs	£25.00 renewal annually
		Lead Time	5+ days.

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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Recorded Information Service

Description:

Premium Rate Numbers can be used to provide recorded messages for callers to listen to; these messages can be updated by the client using an (NGN) Non Geographic Number at anytime.

Typical examples would be:

- An information line.
- Appointment reminder service

Note that SMS alert systems can also be very good for this type of service.

Client benefits:

1. Generate a revenue stream.
2. Easy to update.
3. Multiple callers can listen to same message at the same time.
4. Same message can be accessed from multiple Premium Rate Numbers but only 1 recording required.
5. Could be used as an advertising platform by sponsors.

End user benefits:

1. Instant 24/7 access to information
2. The user only pays for services as and when they have a requirement

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Setup Costs	£50 for up to 5 connecting numbers. SMS £50 per Keyword	Ongoing Costs	£25.00 renewal annually
		Lead Time	3 days, subject to any scripts being prepared.

Note: All costs are subject to vat at standard rate

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Live Call / Live Information Service

Description:

This is a simple number translation service (for a comprehensive routing solution see PremTel's Call Management Service). Callers can call a premium rate or non-geographic number and speak to a real person. Premium rate numbers are used mostly for technical support departments. Non geographical numbers are used on place of normal landlines.

0800 Free call:

Free to the person making the call, the owner of the number will pay all call costs; generally used for sales lines.

0845 Low call:

0845 numbers carry all the benefits of 0800 numbers except the charge of the call is split between the caller and the owner of the number. In every case the caller pays the cost of a local call.

0870 / 0871 National Call:

A person dialing a 0870 number pays the same price for the call as if it were to another town in the UK or the national call rate. The cost is the same from anywhere in the country. Owners of the number benefit from receiving a commission on every call you receive. Additionally, PremTel provides comprehensive call data about every call received. Callers dialing a 0871 number are charged at 10p per minute. They work in the same way as 0870 numbers but the commission on every call is greater.

09xx Premium Rate:

Premium rate numbers are used to charge the caller a fee for making the call. Their typical application is an information service where the provider of the information wishes to receive a fee for selling it to a caller.

What are the Benefits of choosing PremTel's Premium Rate & Non geographic numbers?

1. Micro billing.
2. In depth management reporting.
3. Reduce risk and Improve return on Income on sales campaigns.
4. Free phone and Local incentives on customer response lines.
5. National and Premium rate numbers can provide your business with a revenue share.
6. Calls made to a single non geographic number can be routed to a local branch of your business
7. Offers an increased perception of a company's size or professionalism, (No local area code).

Your Customers benefits:

1. Instant 24/7 access to information
2. The user only pays for it as they require it

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Setup Costs	£50 up to 5 connecting numbers.	Ongoing Costs	£25.00 annually
		Lead Time	3 days, subject to any scripts being prepared.

Note: All costs are subject to vat at standard rate

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SMS Auctions / Reverse Auction (lowest unique bid)

Description:

A Reverse Billing Auction is where user's text in a bid for an advertised item, the system can either be set for highest bid wins or the lowest **unique** bid wins, either way the user receives a reply message acknowledging the bid and advising them of its position (I.e. highest bid or lowest unique bid).

The system also detects when a bid is beaten and sends out a free message advising the user and provided the option to re-bid at the set premium rate.

Note: On the lowest unique bid service, a pair of signed football boots may only go for £1.43, however the revenue generated by the service could have been £2,000. This is worth considering especially by charities that have celebrity sponsors or promoters

What are the Benefits of choosing PremTel's SMS Auctions?

1. Micro billing.
2. Generation of a revenue stream.
3. Could be used as an advertising platform by sponsors.
4. Promote interest in product.
5. Access to a full breakdown of all data collected.
6. Multiple bids per user due to notification system.

Your Customers benefits:

1. Access high value products for very little outlay.
2. Easy to enter.
3. Instant bid notification.

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Setup Costs	£75 per keyword	Ongoing Costs	£25 renewal annually
		Lead Time	3 days

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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SMS Subscription / Alerts Service

Description:

Using SMS (and sometimes WAP too); an example Subscription Service allows scheduled messages, and updates etc. to be sent to users who have opted into the service. (For example, horoscopes, updates, news, information services etc.) Users opt-in to the service by sending a "keyword" to a short-code; users can also opt-out at any time by sending "STOP" to the same short-code.

Client benefits:

1. Simple method of distribution to groups of users.
2. Instant communication.
3. Easy revenue.
4. Collection through online interface.
5. Configure tariff, frequency and message content.

End user benefits:

1. Instant content.
2. Easy payment.
3. No contracts.

Costs & Revenue			
Available Tariffs	any	Your Revenue	See Standard Rate Card
Setup Costs	£75 per keyword	Ongoing Costs:	£25 renewal annually
		Lead Time	3 days

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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SMS Ticketing Solution

Description:

The SMS Ticket solution has been designed to provide the simplest and most secure method of providing tickets to clubbers, fans, cinema and theatre goers etc.

The service provides the customer with a ticket directly to their mobile phone (either as a barcode or a numeric code depending on their phone type). When the customer reaches the venue their phone is scanned or the number-code entered into the terminal and access is granted.

What are the Benefits of choosing PremTel's SMS Ticketing Solution?

1. No Ticket design, printing and storage costs.
2. No Posting Costs
3. Reduced staffing costs.
4. Additional revenue can be achieved by allowing the customer to transfer tickets with little or no overheads to you.
5. Higher security and much lower security risks.
6. Easy to re-issue lost or corrupt ticket at a cost due to data collected.
7. Ready made database of mobile phone numbers to target for other events, games, shows, races etc.

Key Features:

1. Tickets can be purchased either by credit card or by SMS.
2. Tickets are delivered instantaneously.
3. Latest Scanning technology (hardware) used.
4. Instant recording of the number of tickets sold and number of tickets presented at venue.

Your Customers benefits:

1. Convenience.
2. Security.
3. Quick turn around time.
4. Ability to transfer ticket (chargeable).
5. Ability to retrieve a lost or corrupt ticket (chargeable).

Costs & Revenue			
Available Tariffs	Any	Your Revenue	On Application
Setup Costs	On Application	Ongoing Costs	On Application
		Lead Time	On Application

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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SMS Voucher / Coupon Promotion

Description:

Users can text in to the service and will receive a unique code back. This code can be used for a multitude of purposes, e.g. Members website area, Money off coupon.

What are the Benefits of choosing PremTel's SMS Voucher / Coupon Promotion?

1. Excellent way to promote products / services.
2. Generate revenue stream.
3. Generate customer data.
4. Reduced handling costs compared to hard copy tickets.
5. Reduction in fraudulent transactions.
6. The voucher / coupon encourages the recipient to go to your outlet for example, to exchange the coded coupon for the product, this in turn can result in further sales.

Your Customers benefits:

1. An easy way to participate in promotions or pay for a ticket.
2. Convenient coupon located on their mobile rather than on paper.

Costs & Revenue			
Available Tariffs	any	Your Revenue	See Standard Rate Card
Setup Costs	£75 per system	Ongoing Costs:	£25 renewal annually
		Lead Time	3 days

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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SMS Auto Ticketing Solution

Description:

PremTel's automatic ticketing solution provides an instant ticket straight to the clients mobile phone in the form of a barcode and an SMS receipt voucher. The service works as follows: -

1. The customer makes the purchase either by Premium SMS direct to the gateway, or by using a 3rd Party Credit/Debit Card Processor connected through the Premtel Barcode Software.
2. The PremTel Gateway processes the request and inserts the data into the database. The gateway then generates the relevant bar code.
3. A standard SMS voucher (receipt) is also generated, and both the barcode and the receipt are sent to the client's mobile phone.
4. Once delivered to the mobile phone, the gateway receives a delivery receipt confirming that the barcode and SMS voucher have been successfully delivered. At this stage, if the SMS was premium rate, the voucher will be marked as paid in the database.
5. At the event, the barcode is scanned at one of the terminals. The barcode data is relayed back to the Gateway where it is checked. Checks are made to ensure the following:-
 - a. The ticket validity.
 - b. The ticket as not already been claimed.
 - c. The ticket has been paid for.
6. If the barcode is not able to be read, the voucher number and authorisation code in the standard SMS can be used by the terminal operator.

What are the Benefits of choosing PremTel's SMS Auto Ticketing Solution?

7. No requirement for printing, storing and overprinting tickets.
8. Tickets are issued instantly.
9. Eliminates ticket fraud / forgery / touting.
10. Permanent record of ticket and recipient.
11. Ticket stored in a safe place
12. Management costs significantly lowered, both for ticket processing and at the event.
13. Instant data collection for promoting new events.
14. The solution provides the facility to re-place tickets and transfer tickets (extra revenue stream)
15. Generates an instant revenue stream.

Your Customers benefits:

5. Instant ticket.
6. Option to transfer ticket.
7. Less likely to lose or misplace ticket (mobile phones tend to stay with the client at all times)

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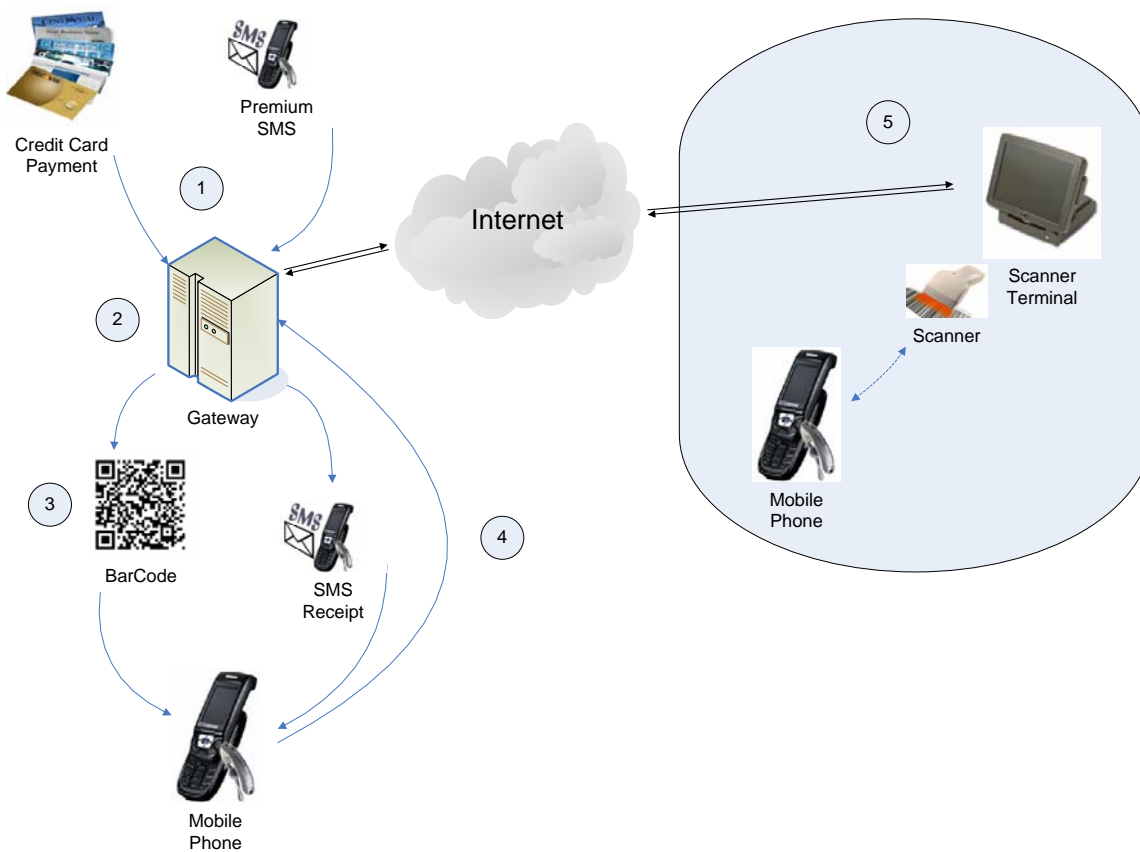
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Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Service Setup Costs	TBA	SMS Setup Costs	£75 per system with a single keyword. Please contact us for multiple keywords or dedicated code pricing for high traffic volumes.
Ongoing Costs	£250.00 annually	Lead Time	TBA

Note: All costs are subject to vat at standard rate



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Inbound MMS

Description:

This service allows users to text in photos to a long code which looks just like a normal mobile number. (it is not possible to send photos to short code yet) and receive a message back (free or chargeable). If required we can make these photos auto-populate a website, be emailed to the client, or just stored in an online database.

What are the Benefits of choosing PremTel's MMS solution?

1. Receive photos from users that would previously have to be posted or emailed.
2. Instant communication.
3. Generates revenue.
4. Generate customer data.
5. Interaction with user base.

Your Customers benefits:

1. Customers can send in photos wherever they are so long as they have a camera mobile phone.
2. Customers can enable visual interaction where not previously possible, e.g. news photos, party fun, engineering applications, emergency services, community etc.

Costs & Revenue			
Available Tariffs	Any	Your Revenue	See Standard Rate Card
Setup Costs	£75 per system with a single keyword	Ongoing Costs	£25.00 annual renewal
		Lead Time	3 days

Note: Pricing is based on using a keyword on a shared code, please contact us for dedicated code pricing for high traffic volumes. All costs are subject to vat at standard rate

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Desktop SMS (SMS to e-mail)

Description:

1. Send and receive text messages to one or more recipients directly from your desktop using your existing email application and address book.
2. Send text messages to any mobile phone and receive emails of the delivery status.
3. Have replies to your text messages sent to your mobile phone or SMS inbox.
4. Receive text messages on your PC via your own personal Inbox number.
5. Send text messages to long lists of numbers by simply importing them to your address book.
6. Also available within Desktop SMS is the online version: Web SMS, enabling you to access and manage your Desktop SMS account from any PC connected to the internet, anywhere in the world.

Complete text messaging management from your existing email inbox.

1. Desktop SMS is a low cost text messaging solution that integrates seamlessly into Microsoft Outlook, Outlook Express, Microsoft Excel and Lotus Notes saving you both time and money.
2. Ideal for both individual users and business users from organisations of all sizes.
3. A great solution for: Managing your diaries, keeping in touch with remote workforces, managing mobile promotion campaigns, appointment confirmation, customer support and alerts.
4. Sending a text message alert is faster, cheaper and more discreet than most other forms of communication.
5. Send and receive text messages and organise conference calls from within your email application

What are the benefits of choosing PremTel's Desktop SMS Solution?

1. Reach your clients or staff wherever they are with a text message sent directly from Microsoft, Outlook, improving the efficiency of your remote workers.
2. Improve driver safety – a text message can be collected at a time convenient for them.
3. Dramatically reduce telecommunication costs by replacing land line to mobile phone calls with a text message.
4. Be reminded by text of all appointments scheduled in your calendar.
5. Tell your customers about your latest products or services.
6. Ensure important and critical information is delivered swiftly to colleagues and clients.
7. No training required - it's as easy as sending email.
8. Conveniently organise conference calls from with your email application distributing numbers and passwords.
9. Participants of the conference call can simply dial the number directly from their text message invitation.

Your Customer's benefits:

1. Easy anywhere communication through text message and can get responses back in same way.
2. Can still be contacted even when email is not available.

Costs & Revenue			
Available Tariffs	free to use, must prepay messages	Your Revenue	see rate card for desktop SMS message rate
Setup Costs	£100.00	Ongoing Costs	£25.00 annually
		Lead Time	3 days

Note: All costs are subject to vat at standard rate

Contact PremTel today and make the difference to your business!

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Find out more online at **www.premtel.com**



Readymade Services

Description:

PremTel provide a comprehensive range of readymade SMS and recorded / live telephone services for companies looking to extend their portfolio of services.

These eservices range from Football results to Weather forecasts.

What are the benefits of readymade services?

1. Services already set up and ready to go.
2. Value added services to clients.
3. On-line stats for monitoring traffic.
4. Revenue generation.

Costs & Revenue			
Available Tariffs	All Tariffs	Your Revenue	See Readymade Services Spreadsheet.
Setup Costs	£100.00 for unlimited PR Numbers	Ongoing Costs	£25.00 annual renewal
	£50.00 per SMS keyword	Lead Time	3 days

Note: **All costs are subject to vat at standard rate**

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SMS Marketing / Broadcasting

Description:

We can send promotional SMS messages to an opt-in database (which you may have gathered using another service for example).

What are the Benefits of choosing PremTel's SMS Marketing / Broadcasting solution?

1. A simple and instant promotion to people on their own mobile.
2. Very high percentage of messages read in comparison to direct mail.
3. Keep in touch with customer base.
4. Can be interactive and promote further SMS type of services.
5. Collect and collate qualified data easily.
6. Integrate mobile into the marketing mix to increase the effectiveness of current campaigns.
7. Reach customers through new channels.
8. Mobile is a mass market medium that enables direct, interactive and measurable marketing communications.

Your Customers benefits:

1. Instant access to the latest products.
2. Customer / supplier dialogue.

Costs & Revenue			
Available Tariffs	Free to user	Your Revenue	Cost depending on volume, prepaid
Setup Costs	None	Ongoing Costs	None
		Lead Time	3 days

Note: **All costs are subject to vat at standard rate**

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Schools SMS Broadcasting Service

Description:

Many schools work very hard to inform parents of activities, events and functions that the school and their pupils are involved with, however with more and more families having both parents working, (often with very hectic lifestyles) the method of communicating this information fails, primarily because it is either lost or forgotten.

PremTel believe they have a solution that will reinforce current methods of dissemination and ensure the information is directed to the parents (or guardians) instantly via their mobile phone.

Based around a subscription based messaging service, it is free for schools to set up and works as follows: -

1. Participating parents or guardians will be asked to subscribe to the service.
2. This means that a standard letter is sent to all parents or guardians containing details of the service, cost per message as appropriate and approximately how many texts per term (events) etc. will be sent.
3. The School will have their own web based interface (PremTel provide this already set-up and fully configured) from where they can send messages, (this is usually from a single PC).
4. The web page has a unique login and is password protected to keep the information safe and secure.

What are the Benefits of choosing PremTel's School SMS Broadcasting service?

4. There is no cost to the school.
5. The service will generate revenue for the school.
6. In addition to letters SMS messages can be sent to alert / update times and events instantly.
7. The message can be stored on the phone, and won't get lost.
8. This message does not rely on a child to present it.
9. Very high percentage of messages read in comparison to direct mail.
10. Keep in touch with parent / guardian base without making multiple separate phone calls
11. One message, multiple recipients instantly.
12. Higher attendance numbers for the event.
13. Last minute notifications e.g. cancellation of event.
14. No printing, paper and envelope, or postage costs.

The Parents / Guardians and Children benefits:

1. Instant updates on what is happening at the school.
2. Busy parents / guardians less likely to forget.
3. Child included in all events.
4. The Parent / Guardian make a small contribution to the Childs school funds.

Costs & Revenue			
Available Tariffs	£0.25p per information text received	Your Revenue	£0.08p per information text received
Setup Costs	Free	Ongoing Costs	None
		Lead Time	5+ days

Note: **All costs are subject to vat at standard rate**

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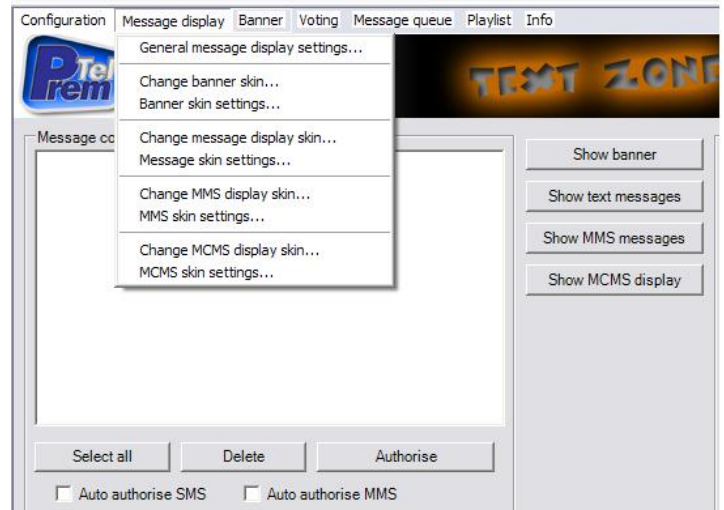
Find out more online at **www.premtel.com**

Text to Screen Service

Description:

Designed specifically to enhance the experience of captive audiences where there is likely to be Audio Visual Screens. TextZONE is the latest in peripheral entertainment to hit (amongst others) the late night venue and nightclub scenes, providing audience interactivity, generating revenue streams and excellent promotional opportunities that are not achievable with conventional methods of advertising and marketing. TextZONE is a revolutionary web driven software package that provides an instant marketing tool for targeted brands and products.

The TextZone system enables the audience to send text and picture messages from their mobile phone directly to The TextZone system which are vetted prior to being sent to visual display screens at your venue. These can be anything from plasma screens and projectors to LED Walls and lasers. The messages can be displayed on the screen either as an individual message or a text wall. This creates a unique interactivity between the audience and the system allowing the venue to display instant messages or alerts. Messages are able to overlay any form of video graphics used.



What are the Benefits of choosing PremTel's Text to Screen Service?

1. ROI – Increase in audiences, resulting in increased revenue generation.
2. Easy to download and install – The software has a quick self extracting exe file with a set up wizard.
3. The Control Panel - The user-friendly control panel allows the operator to change the text size, colour, font and the way the messages are presented and displayed.
4. They can also choose whether to play different forms of video which can be scheduled or looped as well as use the visual package included.
5. 24 hour customer support facilities - Email, Telephone and instant support messaging direct from the software.
6. Data Capture - Every time a message is received, the senders details are stored in your own database which can then be exported or used in an outbound SMS campaign.
7. SMS Promotions - Perfect for promotions like Q-Jump and Drinks Vouchers via SMS.

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Key Features:

1. Automatic Language Filter - Automatically replaces forbidden words or phrases with predefined replacements.
2. Live Video Overlay - Utilising a standard Windows Video Capture device the system can overlay SMS messages over any live input such as DVD Player, Webcam or Sky Television.
3. Message moderation and editing - All messages are displayed in the control panel for the operator to view, and then choose whether to authorise, delete or edit the message.
4. Video Play list and Scheduler - Simply load in your video and images and set them to run in a chosen sequence or at specific times, e.g. display your 'Happy Hour' advert at the start of the hour.
5. Onscreen Live Text Voting - Instantly setup keywords to which users can cast their vote and watch the on-screen graph move and show the current positions.
6. Customisable return messages - Send a customised message up to 100 characters back to all messages received.
7. Live Account Reporting - The feature rich online My Account facility provides you with advanced reports of messages received and live financial reports detailing income & expenditure.
8. Outbound SMS Marketing - Send all users an SMS promotion anytime of day - Perfect for reminding potential customers of your promotions during the evening.
9. Remote Advert Manager - Ideal for chains to manage on-screen advertising from one location by uploading adverts and scheduling them to play at required times to every system within their group.
10. Advert Scheduler with logging facility - Provides you the ability to sell advertising space and have statistics as to when and how often it was displayed.



Your Customer's benefits:

1. Audience can interact with one another in a unique and fun way.
2. Send requests to DJ.
3. Send greetings and messages to one another.
4. Post images from their mobiles to the screen.
5. Take advantage of latest promotions.

Costs & Revenue			
Available Tariffs	any	Your Revenue	On Application
Setup Costs	On Application	Ongoing Costs:	On Application
		Lead Time	On Application

Note: All costs are subject to vat at standard rate

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Bespoke Interactive Services

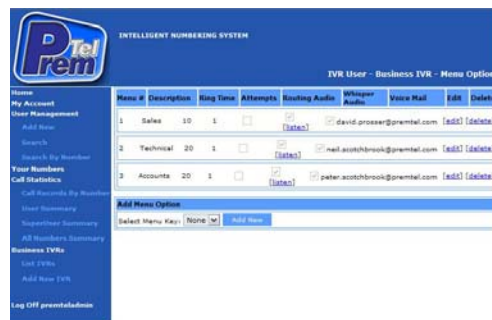
Description:

Whereas PremTel offer an extensive range of 'Off the Shelf' and customisable applications, we appreciate that some organisations will have requirements for a bespoke solution.

With PremTel's many core skills and expertise in Telephone System (IVR) and Text Message (SMS) programming as well as web based development and integration, the team will work closely with you to deliver communications solutions that are tailored to your specific needs and deliver cutting edge bespoke solutions guaranteed to make a difference and stand you ahead of your competition.

A bespoke service is any service that requires significant development, rather than just configuration work. These services are priced in accordance with an agreed specification; and would require consultation with the technical engineering team prior to pricing and delivery timescales. A full free quotation would then be provided for consideration.

So what ever your needs, we are here to help you and your business.



What are the benefits of a Bespoke Solution?

1. A specific solution to suit your exact requirements.
2. Providing that edge over your competition.

Whether it's a new idea or you are concerned about integrating with your existing systems just contact us for a chat with no obligations whatsoever.

Contact PremTel today and make the difference to your business!

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