

# Telsis Text and Voice response solution helps reduce churn at O2

Automated text and voice response technology from Telsis has helped UK mobile network operator O2 to cut customer churn.

The Telsis system is giving millions of pre-pay customers self-service control over O2 Rewards, the award-winning loyalty programme that gives free credit worth 10% of the previous quarter's top-ups, up to a maximum value.

Customers can either send a text message or make a voice call to the Telsis system – which automatically responds via their choice of channel. Through a common business back-end, it enables them to join the scheme, check their points balance, claim reward talk time, or opt-out.

O2's scheme recently won an award for excellence from the Marketing Society. Says O2 UK marketing director Sally Cowdry: "The Telsis solution gives our customers direct control over their O2 Rewards accounts and because it is automated it costs us very little to run. It's an important part of our drive to build and maintain customer loyalty."

The Telsis solution includes SMS Wizard, a natural language text response system that can be integrated with back-end systems for billing and other purposes.

SMS Wizard is already in service with Telefónica's Movistar brand in Spain where it delivers instant answers to customer service queries, and lets pre-pay customers borrow a two Euro top-up simply by texting a request to a special number.



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