

Free Mobile Commerce Loyalty Pilot

Sicap Innovation



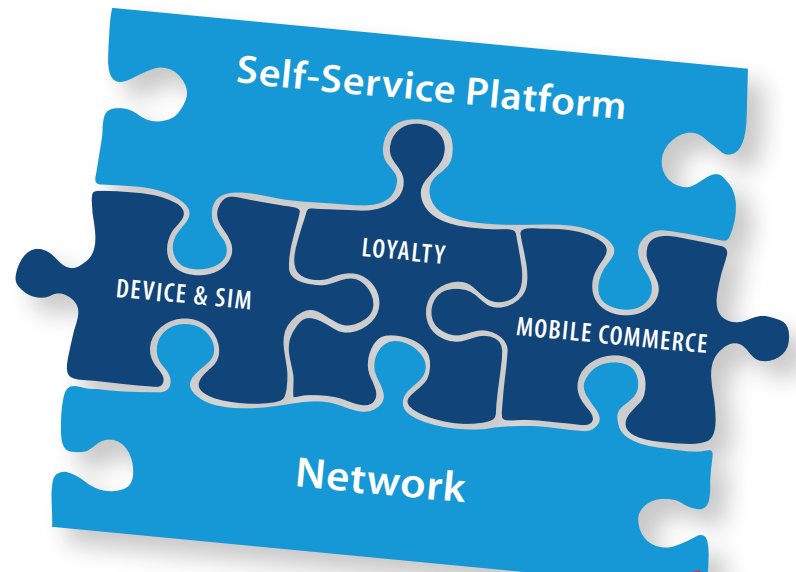
Maintaining high usage rates is one of the biggest challenges experienced by operators that have launched Mobile Money services.

Less than 30% of Mobile Money Marketing Managers say that customers are actively using their services, according to a recent CGAP survey. **Sicap** takes a fresh approach to this challenge by extending their industry proven Loyalty solution to cater to Mobile Commerce. Use **sicap** Mobile Commerce Loyalty solutions to drive traffic, stimulate usage of mobile wallets or promote third-party offers.

The **sicap** Mobile Commerce Loyalty solution comes pre-integrated with the **sicap** Mobile Money Platform or can be deployed into an existing platform.

Sicap is offering 3 free pilots of Mobile Commerce Loyalty for operators to try this solution risk free. The pilot programme will include:

- A 12-week trial of Mobile Commerce Loyalty
- Professional services including installation, integration, and project management
- Software licensing
- Maintenance and support for the duration of the trial



Qualification requirements:

FREE PILOT

- You are a mobile operator that has already launched a Mobile Money solution
- You're able to start the trial no later than May 31, 2012
- You're interested in making a commitment for commercial launch no later than October 2012

Don't miss your opportunity to participate in this exciting programme and to maximise the potential of your Mobile Money platform. Applications must be submitted by March 31, 2012.

To apply or ask for details, please contact:

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