

## 1. INTERACTIVE MEDIA SERVICES

**Interactive Media Services Limited (IMS)** was the first company in Kenya licensed by the Communications Commission of Kenya (CCK) to provide innovative Value Added Telephone Services based on sophisticated Interactive Voice Response (IVR) and SMS gateways systems. We are located on the 20<sup>th</sup> Floor of Telaposta Towers along Kenyatta Avenue in Nairobi Kenya.

The telephone has now become a new information, marketing and promotion tool. Organizations do not have to invest in equipment, computer staff or technical maintenance, as IMS will handle all the administration work. The new value added telephony services are set to transform how information and services are made available to the public. For commercial firms in particular, marketing, advertising, information dissemination and customer feedback will never be the same again as new possibilities of engaging with customers are now available.

There are approximately 8 million mobile phone subscribers in Kenya. Mobile phones are now not only the premiere communication tool but are used on an increasing scale for information retrieval.

IMS introduces three platforms;

- The Simba SMS Platform;
- The Apcenia Voice Platform; and
- Teleconferencing

### The Simba SMS Platform

The Simba sms platform is a technological innovation designed to increase customer responsiveness and gives the organization full control over marketing and customer development. The key advantage in using Simba lies in its unparalleled simplicity. In depth technical knowledge is not required to use Simba.

IMS allocates the organization an exclusive, personalized 4-digit sms number e.g. 1234. Both Safaricom and Celtel users can send and receive messages from this number. The organization can charge a premium (a pre determined amount over and above normal operator call charges) from as little as ksh 5 to ksh 100, thereby, creating an alternative source of revenue generation.

Simba is an extensive web interface that allows the organization to create their own promotions and competitions from the comfort of their offices or anywhere that has Internet connection. All messages sent to the 4-digit number will be available for the organization to view in real time on the secure web interface, which can be accessed via a unique user name, and password that IMS will provide.

For every message received there is a free outgoing message. The outgoing message serves in assuring the user that their message has been received. In addition, the outgoing message is a great direct marketing

tool as company mottos and short information on products can be placed on the outgoing message. The sms platform allows for up to 160 characters per message.

Using the SMS short codes has several advantages, which are as follows:

- Direct Marketing Tool;
- Allows reach to 8 million mobile phone subscribers;
- Effective and efficient;
- One easy to remember number on which to run an entire corporate promotion;
- Alternative source of revenue generation;
- Easy to use;
- Fun;
- Great marketing and research tool;
- Unique database compilation for future activities;
- Increases Brand Image and recognition in the market;
- Unconventional yet highly interactive marketing method;
- Can be tailored to address the unique requirements of organizations.

\*See appendix 1: Implementation Flow Chart Diagram.

### **The Apcentia Voice Platform**

IMS has a sophisticated, international standard Interactive Voice Response system (IVR). These numbers usually begin with 0900 55 XXXX. The numbers can either be on a premium between ksh 5 to ksh 100 or can be zero rated so the caller will only be charged the rate of a normal phone call.

Once the caller dials the 0900 number they are greeted by an automated voice response system. The voice talks them through several options. Alternatively, these numbers can also be used for subscribing for a service in order to receive sms updates.

The IVR has the capability of handling 360 calls simultaneously; therefore, the user will never get a busy signal.

IMS provides the organization with a web interface secured with a unique username and password for the organization. With Internet access, the organization can monitor the incoming phone calls. In addition, in real time IMS will email voice files to the designated email addresses provided.

Using an IVR has numerous advantages, which are as follows:

- Cut down on human resources;
- Ensures all calls are attended to;
- Option to talk to an operator should the specific query not be addressed using the IVR;
- Saves the organization money and time;

- Can be pegged to the SMS system, a caller subscribes via the service and thereafter receives sms updates;
- Accessible from both Safaricom and Celtel;
- Available 24 hours a day seven days a week;
- Increases customer service level;
- Easy to use;
- Effective marketing and research tool.
- Can be tailored to suit the unique requirements of organizations.

## **Conclusion**

The SMS and IVR systems are very easy to use and can be set up with relative speed.

Both Platforms extremely highly effective ways of increasing Brand Recognition, Increasing Revenue both through the premium rate and ensuring increased sales, cutting down on conventional marketing which is costly without providing direct measurable returns, allows the organization to build unique databases, allows for direct interaction with the customers, can be tailored to suit a variety of institutions such as financial, hospitality, legal, food and drink production, travel, educational etc.

Clients are assured of the highest level of confidentiality, security and 24 hour technical support. The services are guaranteed to improve the efficiency and quality of businesses.

## **TELECONFERENCING**

### **1. Introduction**

In the past few years, corporations have gotten bigger and more widespread, making it increasingly difficult to plan for meetings and strategy sessions.

To help manage this situation a number of companies have embarked on installing and running rudimentary teleconferencing services via speakerphones, PABX's, and three way calling facilities offered by some fixed and wireless telecommunication companies.

Though simple, these solutions are extremely costly to maintain and are not true mass call handling platforms. As a result their usefulness is severely limited.

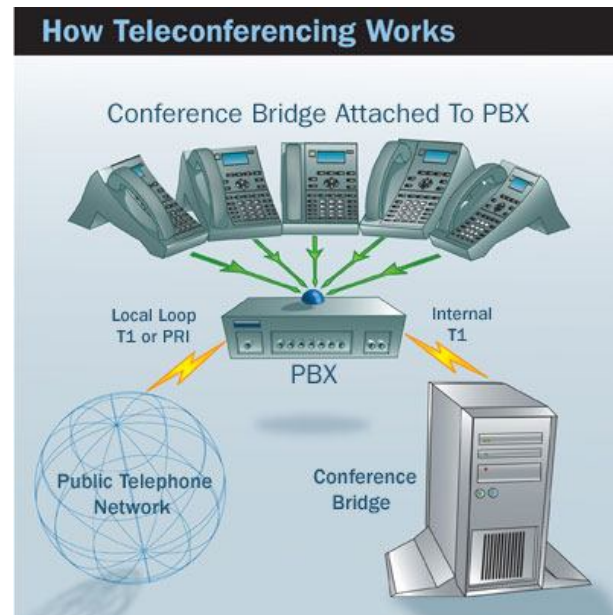
To help alleviate this problem we at interactive media services have opened up our telecommunication infrastructure to allow the live exchange and mass articulation of information among persons and machines in remote locations. Through this platform your organization will be able to:

- Improve time management and increase operational efficiency by cutting down on the delays associated with organizing conventional meetings between individuals in remote locations.
- Negate the need for your organization to spend large amounts of money when arranging for meetings between individuals in foreign or distant locations
- Enable your company to conduct meetings, customer briefs, training, demonstrations and workshops by phone instead of in person.

## 2. How It Works

To facilitate this we propose to issue you a highly secure telephone number connected to a mass call-handling platform, which will enable you to conduct conference calls with up to 30 individuals at a time. This number will be available through two subscription packages, Post paid and prepaid and it will work as follows:

- Upon subscription to the service you will be issued with a dedicated teleconferencing number for example 3252-XXX and an Internet based conferencing-scheduling service.
- To set up a teleconferencing service you, as the meeting coordinator, will be required to log on to the Internet and key in the names and email addresses of the meeting attendees.
- Upon doing this you will be asked to select a date and time when you would like the meeting to run. Once this is done a confirmation message and a series of instructions will then be sent to all the meeting attendees on your list.
- This message will contain your teleconferencing telephone number, access codes and information pertaining to the time and date your attendees participation will be required.
- Upon the receipt of this message your teleconferencing attendees will be required to call the teleconferencing number and key in the access number.
- Once this is done they will be prompted to record their names by an interactive voice response machine. Upon successfully completing this, they will be welcomed into the conference.



- A notification message bearing the attendees name will then be sent to all attendees already present in the conference.
- To exit the conference the attendee will be required to hang up. Upon doing this a notification message bearing the name of the exiting attendee will be sent to all those present within the conference call.

### 3. **Charges**

The facility costs ksh 10,000/-+VAT per month. There are no excess charges

### 4. **Benefits**

Speed and convenience are paramount in today's world. By adopting our teleconferencing facility your organization will be able to take advantage of these virtues and grow your business.

As with any meeting, confidentiality must be ensured and enforced. As such this teleconferencing facility shall not record any conversation held within the virtual conference room. Furthermore, access to any particular teleconferencing service will only be possible through the use of randomly generated access codes.