



Black Dog Strategic

social / mobile / generational

ATG, Inc.

Vertical Marketing Collateral

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ATG Telecommunications Solutions

Many of the world's premier telecommunications providers have discovered how ATG's customer-centric solutions are opening up a whole new world of long-term growth and expansion possibilities.

- One of America's largest telecommunications service providers is using ATG technology to migrate a significant portion of its customer base to an online billing platform. In addition to driving millions of dollars directly to the bottom line, this new process has also lessened churn in the online billing segment.
- By implementing an ATG-powered customer portal, TelWest can now provide comprehensive self-service, allowing customers to pay bills, manage their services, and provision new services online. TelWest marketing efforts can deliver personalized alerts based on services owned and geographic location, and customer service is boosted through an integrated, consistent customer contact experience across channels.
- Telefonica, which serves over 17 million subscribers in Spain, is successfully using an ATG solution to offer specific movie purchase promotions to their DSL customers and special promotional offers to non-subscribers in order to up-sell them to the company's new service.

In a market where service offerings are rapidly becoming commoditized, a telecommunications enterprise's ultimate success hinges on two critical and closely related factors: driving down costs through improved operational efficiency, and building lasting customer relationships through superior service.

Operational Efficiency

Time is money, especially when you're talking about the time call center agents spend on the line with customers. The cost for a service or sales call can range anywhere from five dollars to literally hundreds of dollars (the numbers will be higher in companies with outdated and multiple unintegrated systems), and the ultimate impact of this expense has to be measured against the *optimal* alternative – what would the same transaction have cost had it been handled through Web-based self-service?

In fact, there are significant costs associated with most of what a telco does. Billing and receiving can run

a large provider dozens, if not *hundreds* of millions of dollars a year, and provisioning and fulfillment can easily add another few million to the tab.

ATG can help drive spectacular improvements in operational efficiency. By providing an easy-to-use online interface, you can lead customers toward low-cost self-service applications for ordering, status checking, and bill payment. For every transaction that can be handled via a Web site instead of a live agent, your enterprise will realize measurable dollar savings.

Further, ATG solutions are designed with the future in mind. Sophisticated, scalable, and flexible, our technologies foster the fluid sharing of data across systems, including the third-party and legacy architectures that lie at the heart of so many problems telcos are facing today.

Customer Relationships

In a market where multiple competitors offer similar services at comparable prices, customer service can quickly emerge as the most important, if not only differentiator. In the telecom market, "service" can take several forms – how easy is it to order the right services, how painful is the complaint resolution process, how long does it take to pay bills, how consistent is the provider across channels, etc. Ultimately, relationships with a company are like relationships with people – they're a function of how much investment is required versus how much benefit is derived.

While technically we develop "enterprise software," it's perhaps helpful to think of ATG as a "customer service platform" provider. Using our next-generation technology, your business can provide online applications that:

- boost your sales and marketing efforts by helping customers get the services they need quickly and simply;
- provide customers with a painless, time-saving means for paying bills and managing their accounts; and
- protect customers against fraud and illegal service uses.

These loyalty-boosting customer benefits are made possible by a potent suite of features that extends your brand across all customer touchpoints by enabling:

- personalized product and service cataloging and merchandising;
- construction and deployment of highly targeted online or cross-channel campaigns; and,
- innovative tracking and analytics functions that provide detailed, real-time data on customer behavior, allowing managers to quickly act on segmentation data and optimize the customer purchasing experience.

Maximum benefit plus minimum hassle equals booming loyalty, and every happy customer is one more high-credibility brand ambassador who touches dozens more potential customers on a weekly basis. The ATG customer service platform can help you become the company people rave about when the water-cooler chat turns to customer service.

ATG Retail Solutions

Online retail sales are booming – holiday Web sales were up 46 percent from 2002 to 2003 [Goldman Sachs] and continue to grow rapidly in 2004. With the competition one click away, merchants must use the best marketing, sales and service tools available to translate merchandising practices online.

The Crisis of Conversion

Problem: Too many consumers shop without making a purchase. Industry-wide abandonment rates are a staggering 65 percent [Boston Consulting Group], but most retailers lack the tools to pinpoint where in the marketing and sales process drops are happening or why.

ATG Solution: ATG provides the most comprehensive analysis capabilities ever developed for online marketing and sales – allowing your business managers to understand buyer behavior and quickly pinpoint where in the shopping process your customers are abandoning you. Only ATG enables merchandising managers to optimize online product placement, pricing, and promotion themselves, by creating, running, and analyzing A/B tests without relying on IT for help.

Customer Loyalty

Problem: Retail marketing managers say they'd give anything to know how to import their traditional marketing expertise into their Internet operations. Even when a Web shopper makes it to checkout, incremental sales through promotional cross- and up-selling still lag well behind traditional channels. Online retailers rarely have the ability to segment by demographics and psychographics, so leaders in the brick-&-mortar world run sites lacking the ability to set up and target promotions to specific audiences.

ATG Solution: ATG is the recognized gold standard in online customer segmentation, profiling and targeting. Some of the best known retailers, including Neiman Marcus and Best Buy use this capability to segment customers, track their shopping history and preferences, and precisely target the most appropriate offers to the right groups. Making the online shopping experience as personal and relevant as the best brick and mortar experience ensures customer satisfaction and cements customer loyalty.

The Multi-Channel Challenge

Problem: When customers shop online they expect to be able to continue their transaction on the phone or in person if necessary. In a multi-channel, customer-centric universe, service-minded retailers need to integrate call centers and online channels with each other and with in-store data and back-office applications. When call center reps can't access a Web transaction record, the customer relationship suffers.

ATG Solution: The ATG solution is expressly designed to foster integration across channels and systems, enabling more efficient operations and streamlining your ability to provide the kind of outstanding, consistent service your customers deserve and demand, no matter how they reach out to you.

Helping Customers Help Themselves

Problem: Forrester Research reports that when it comes to online self-service, most retailers fail to help customers achieve their goals. Online consumers yearn for better assistance. Yet expensive calls to service centers, for both pre-sale and post-sale help, are increasing.

ATG Solution: Using our unique personalization capabilities, ATG can provide highly relevant and intelligent

answers to customers' questions because ATG software understands customer preferences and shopping history. Answers are informed by the customer's latest interactions with your site, order status, and overall relationship with your company. ATG can build customer loyalty by addressing questions with more depth, and can even guide customers to related products and services.

To learn how to put ATG solutions to work in your business, call us at +1.800.CALL.ATG.

ATG Government Solutions

Operational efficiency, customer satisfaction, and positive ROI yields aren't just for the private sector anymore.

- ATG helped Royal Mail triple their revenues in the first year by consolidating multiple Web sites and adding new online services and products. By deploying ATG-driven Web resources for use by both government agencies and consumers, Royal Mail can now provide a secure, reliable, customizable experience for over 1 million users and support traffic increases that exceeded 80 percent in the first six months after launch.
- The US Army was able to consolidate over 6000 e-mail servers, supporting over 1 million users, reducing cost and complexity while increasing data access and accuracy and improving staffing productivity.
- The French Central Government has migrated over 500,000 taxpayers from paper to online submissions, dramatically increasing accuracy and reducing costs.

The do-more-with-less crisis is nowhere more acute than with public sector organizations. Local, state, provincial, and federal agencies alike are being compelled to reduce costs and streamline operations, but at the same time they're being charged with significantly improving the quality and level of services delivered to civilians and personnel.

Skyrocketing Demands, Vanishing Budgets

Problem

The task of government service certainly isn't what it once was. Government spending reductions have forced agencies at all levels to slash costs by integrating and migrating distributed, redundant, disparate, legacy, manual, and paper-based systems into secure, efficient, online, personalized, self-service solutions. Form filing, application processes, public service delivery, and knowledge management systems must be automated in order to improve staffing productivity, reduce manual systems, and trim IT expenditures. And rapidly evolving security restrictions and guidelines are forcing agencies to change how they handle e-mail, scheduling, project management, forms approval, and information storage.

ATG Solution

Our high-performance, scenario-based personalization technology simplifies data access and process automation while powering large-scale, rapidly evolving online services. ATG's open architecture is expressly designed to simplify the complex challenges associated with systems integration, and no customer-service platform on the market is better at enabling the flow of data through an enterprise. By automating repetitive business processes, government agencies can dramatically increase efficiency and reduce costs.

Citizens Are Customers

Problem

Innovations in electronic technology have heightened expectations, with civilians and employee constituencies increasingly demanding the same sort of ubiquitous 24/7/4(ever) access to public sector services and information that they've come to expect from the private sector businesses they patronize.

ATG Solution

Your agency, regardless of level, function, or constituency, can now develop and deploy e-government solutions that foster unprecedented responsiveness to your taxpayers. ATG's innovative, adaptive technology provides intuitive self-service and collaboration tools that drive efficiency, productivity, and unprecedented

levels of user satisfaction through the development of citizen- and business-facing applications, providing always-on, one-stop access to high-quality services. This lets government agencies quickly and easily improve the online and offline experience by tailoring content and interactions to best suit the needs of diverse constituents based on their profiles and history.

The Bottom Line

ATG's open, flexible architecture provides government services agencies with a powerful suite of solutions that can reduce IT costs while simultaneously enabling higher levels of service. The result – two things not traditionally associated with governmental operations: maximum efficiency and soaring customer satisfaction levels.

Whether your charge is the simplification of revenue collection, reduction of operational costs, or increasing the accessibility of services, ATG has a solution designed to put some octane into the "service" part of "government service." Whether the need is government-to-citizen, government-to-business, government-to-employees, or government-to-government, ATG can help agencies drive self-service, increase efficiencies, and deliver the personalized services that taxpayers deserve and demand.