

Digital Incentives Help Telecommunication Providers with

## CUSTOMER ACQUISITION AND RETENTION

The competition to obtain and retain customers in the wireless, internet, and telecom space is fierce; making customer incentives a powerful and necessary tool. And because digital entertainment goes hand in hand with today's high-speed wireless and telecom services, digital incentives such as music downloads, audiobook downloads, and personalized PDA and lap top skins are a perfect fit.

Here are three ways to put digital incentives to work for telecom and Internet service providers:

- **Customer Acquisition:** Thank customers for signing up for a high-speed Internet service or mobile data plan with a custom-branded [Music Download Card](#) or [Audiobook Download Card](#).
- **Gift with Purchase:** Drive mobile phone and PDA sales by giving customers a branded [Custom Skins Card](#) good for a personalized cover for their cell phone.
- **Customer Retention:** Music is constantly consumed and never grows old, making it an ideal customer retention tool. Reward customers with a music code good for 5 free songs for each month of continued telecom or high-speed Internet service. Music codes can be distributed via monthly billing statements or delivered to the customer's email account.

