



# Press Release

## Vodafone Fiji goes live with an integrated solution from LGR Telecommunications and Emagine International

LGR Telecommunications has announced the successful launch of an integrated data warehouse and campaign management solution for Vodafone Fiji, providing a single, out-the-box solution to uphold the carrier's competitive advantage as well as drive new projects in the areas of customer loyalty, revenue stimulation and churn management.

**MELBOURNE, AUSTRALIA, June 20, 2008:** The Australian office of LGR Telecommunications (LGR) has announced the successful launch of an integrated data warehouse and campaign management solution for its newest customer, Vodafone Fiji.

Launched in partnership with Emagine International, the production solution fuses together the market-leading CDRLive data warehouse from LGR with the Emagine campaign management solution, providing Vodafone Fiji with a best-of-breed customer experience management system. While CDRLive produces highly granular, real-time data on customers and their network experiences, the Emagine marketing tools are specifically designed to take action and influence future behavior based on this customer data.

Vodafone is currently the market leader in Fiji, but ongoing deregulation is rapidly opening the market to a flurry of competitors. Vodafone will therefore be using the integrated solution to uphold its competitive advantage as well as drive new projects in the areas of customer loyalty, revenue stimulation and churn management.

"We selected LGR and Emagine because of their vast industry experience around the world, as well as a solid commitment to a nine week implementation program," said Avanthy Senarante, Chief Marketing Officer at Vodafone Fiji. "Timing was crucial, and the ability of LGR and Emagine to deliver tangible returns on investment within the first quarter was a key decision-making factor for us."

Gerda Brand, General Manager for APAC at LGR, explains that another key factor was the tight integration of the respective solutions and a strong history of partnership between the two vendor teams. "Having previously worked together on similar projects across APAC, most recently at Telstra in Australia, LGR and Emagine have established an solid track record of delivering rapid, high-quality results for competitive advantage," she said.

Senarante concurs, pointing out that this provided Vodafone with much-needed assurance around a highly strategic purchase. "We were particularly impressed with the results that LGR and Emagine have delivered from previous projects with other large carriers," she said. "It was comforting to know that we were tapping into a legacy of proven success."

While it is early days yet, the new system has already produced some impressive results. In a recent Recharge Incentive Campaign, Vodafone Fiji used CDRLive data to identify and target prepaid mobile subscribers that have reached their expiry date, or have effectively churned. Designed to "win back" customers by giving them an incentive to recharge, the campaign saw a 280% increase in recharge rates, thereby not only raising customer retention levels but also driving immediate bottom line benefits.

But as Brand points out, it's not only the value of the results, but also the speed at which they are delivered. "A typical operator will take days, even weeks, to execute on a campaign, by which stage the window of opportunity is often

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closed,” she said. “With real-time data delivered from CDRlive and the nimbleness of the Emagine platform, Vodafone Fiji has been able to cut response times down to hours, even minutes. In a highly competitive market, this can be the difference between winning or losing the customer.”

Based on the success of the project thus far as well as the positive nature of the Fijian market, LGR and Emagine will be setting up a Centre for Excellence in Fiji as a proving ground for further joint LGR-Emagine solutions across the APAC region.

**About LGR Telecommunications:**

LGR Telecommunications (LGR) is a specialist solutions provider to the global telecommunications industry, with offices in the United States, Australia and South Africa. The company’s core business centers around real-time, carrier-grade solutions such as CDRlive and CDRinsight, which allow telecommunications operators to transform high volumes of network usage data into critical business insight. LGR technologies today support over 250 million mobile subscribers across the globe, and its extensive customer base includes leading network operators such as AT&T, Telstra, Vodafone and the MTN Group.

**About Emagine International:**

Emagine International enables global telecommunications companies to reduce churn and increase customer revenues. The Emagine Campaign Management and Loyalty system can be operational within 9 weeks, running best practice campaigns and enabling clients to rapidly deliver incremental revenue with minimal investment.

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