

About Sprint Nextel:

Sprint Nextel offers a comprehensive range of communications services bringing mobility to consumer, business and government customers. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two robust wireless networks offering industry leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit www.sprint.com.

What Sprint Nextel Needed:

During 2005, Sprint Nextel began searching for ways to increase their text message (SMS) volume. TeleMessage approached Sprint Nextel with the innovative idea of expanding the market of people to whom existing text message customers could send messages. Thus seeking to link the people that could text message with the people that could not and bridge the gap between the younger subscribers and the older less technical generation.

The concept was simple, allow a customer to send a text message to a landline phone and allow that landline person to respond back. This opened up the potential market of people to whom you could send a text message to everybody that had a landline phone. The more people to whom you can send messages the more messages you will send.

The only requirement Sprint had was that the customer education had to be minimal due to restricted marketing budgets. No short codes or special instructions, just address the message to a landline number in place of the mobile number. This would give the customer the ability to send a text message to any phone.

Why Sprint Nextel chose TeleMessage:

Sprint Nextel chose TeleMessage for several reasons not the least of which was its fully hosted outsourced model and its ability to work on a revenue share basis which shortened the internal approval process. TeleMessage also provided Sprint the ability to customize the application with several unique features which differentiated their service from other carriers.

Launch:

The products were fully customized and called "Text to Landline" for Sprint Nextel by TeleMessage. Sprint first trialed the product nationwide. The trial exceeded all of their expectations leading to a national launch on the Sprint PCS (CDMA network) on February 1st, 2006. With the number of Text to landline messages growing every month by double digits and the great customer feedback, the application was also launched on the Nextel network (IDEN) in April 2006. The success with Nextel customers led to the launch to Boost Mobile customers in October 2006.

From the Sprint Nextel web site:

http://www.nextel.com/en/services/messaging/text_landline.shtml

<http://www1.sprintpcs.com/explore/ueContent.jsp?scTopic=txt2landline293>

http://www.boostmobile.com/plans/payasyougo/services/messaging/text_to_land/index.html

Sprint PCS subscribers can send a text message to a landline phone at standard domestic text messaging rates! Text messages, which are converted to voice, can be sent to any landline phone in the United States, Puerto Rico, and the US Virgin Islands.

When the person answers his or her home phone, they will "hear" the text message you sent and can reply back to you with one of the available responses. You will also receive a text message on your Sprint PCS phone when a response is sent back to you.

Send
text messages
to a landline phone!



Pricing Models:

Sprint Nextel launched the service at standard text messaging rates. This enabled them to avoid any complicated "Opt-in" premium or billing integration processes. The pricing model has been very well accepted by the customers, leading to the exceptional monthly growth.