

Five Lessons from Prepaid Telecom



About Apogee

- 24 Year's in business
- SaaS provider focused on major utility initiatives

Customer
Engagement



Customer
Satisfaction



Program
Participation



- 600+ utilities
- 95% client retention rate



Coming Soon

Webinar:

May 24th at 2:00 PM Eastern

EPIC Connections with Hard to Serve Customers

You will learn:

- How to deliver timely information that is immediately actionable
- Engage hard to serve customer segments and increase customer satisfaction
- Decrease delinquency and bad debt

Our Presenter

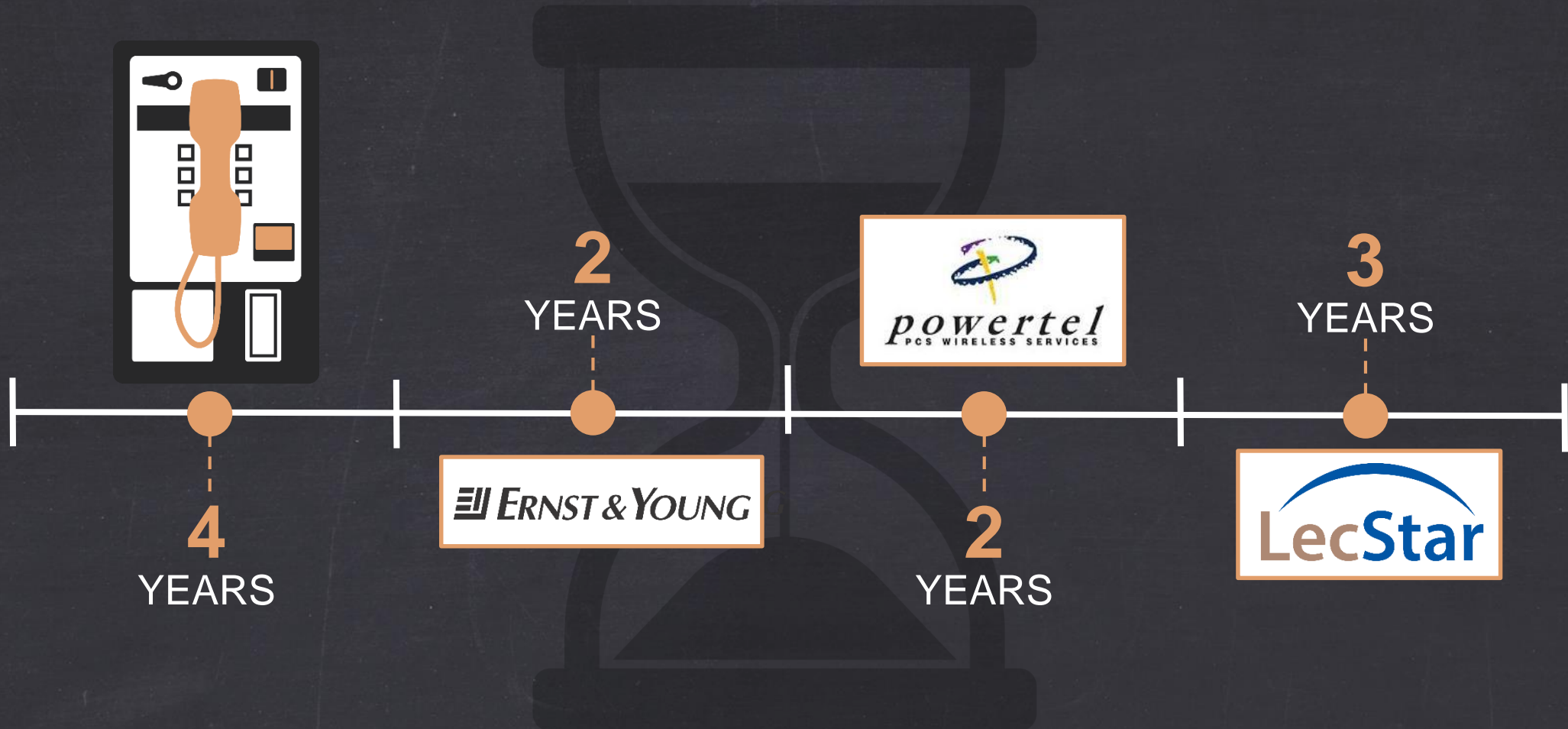


Jim Malcom, Chief Financial Officer and EVP of APOGEE Interactive, Inc., brings more than 25 years in corporate finance and accounting to Apogee, which began with the firms KPMG and Ernst & Young in Atlanta. He has held senior posts as chief financial officer, corporate controller, vice president and treasurer for such area companies as Heidelberg USA, LecStar Telecom and Powertel.

Jim is a graduate of the University of Georgia with a bachelor's and master's degree in business administration, a certified public accountant, and a chartered global management accountant.



Telecom Career Timeline



Lesson One:

Network of payment centers is fundamental for success



Lesson Two:

High volume of calls for balance inquiries



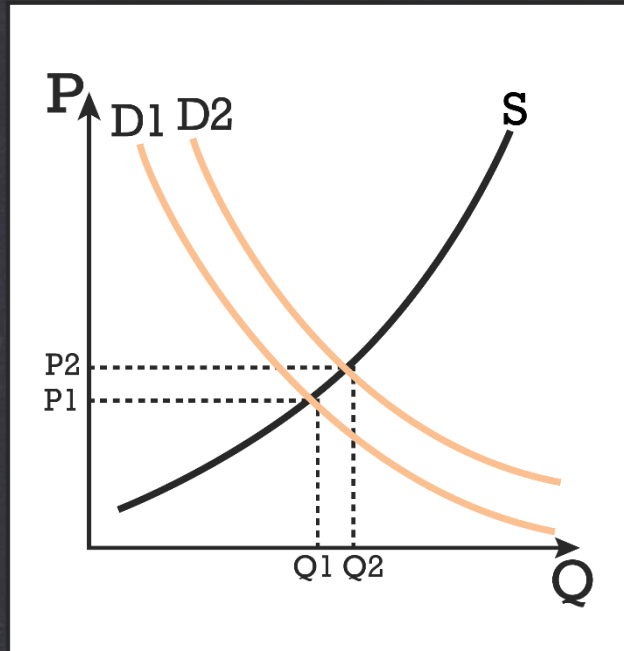
Lesson Three:

Discovery of unwritten rules



Lesson Four:

No demand elasticity (Customers will spend what they spend)



Lesson Five:

Lower monthly spend



Lesson Summary

1. Payment network
2. Call volume for balance inquiry
3. Unwritten rules
4. No demand elasticity
5. Lower spend

Contact Information



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APOGEE

Your Trusted Partner in Customer Engagement

QUESTIONS



How many days are left in my balance?

