

Concept type
Corporate SMS

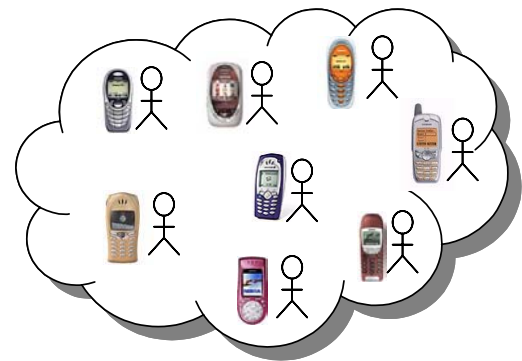
Business Sector
Video Stores

Date
June 2003

Community services for video rental stores



Video store



Borrowers

Community service

It's easy to be in touch with the customers when using the cell phone. Here are some examples:

- Information to the customers about new releases.
- Movie tip of the week / month
- Special offers to selected customers.
- Send a reminder to customers who haven't paid for extra days etc. The customer will get a chance to pay before additional charges.

The customers must have the opportunity to switch this service on and off from the cell phone. Information about this can be announced inside the stores.

In combination with a mobile wallet

If the video store and some of the customers start using a mobile wallet, there are some additional services:

- Let the customers give "value coupons" to their friends. The "value coupon" could be used when using a mobile wallet to pay in the video store.
- The customer can pay for extra days with the mobile wallet. She just delivers the video, and gets a notification on her cell phone about the amount, without spending any extra time in the store.