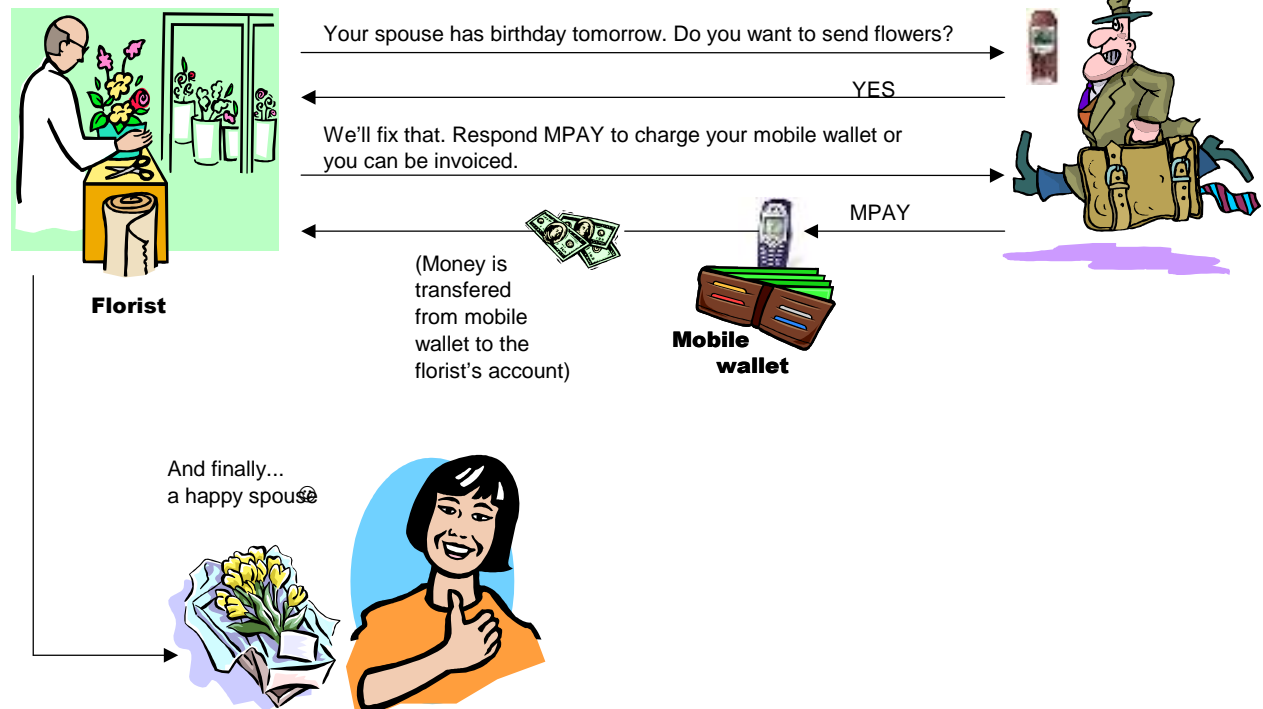


Concept type
Corporate SMS

Business Sector
Floral

Date
May 2003

Notification on “red letter days” with flowers



”Red letter days” reminders on the mobile phone, combined with a florist service – the perfect extra service for a florist that’s already on the Internet.

Step 1: Build a community of people and start the reminder service

Offer your customers a free service: Let them register their “red letter days” on the web or by the mobile phone. They will then receive a reminder on SMS the day before – or on the morning the same date. It could be anything – your wedding anniversary, a friend’s birthday, or something completely different. Access to a customers “red letter days” would naturally be password protected.

Step 2: Integrate the reminder service with mobile payment

You could offer your customer a mobile wallet for free with some initial credit, and extend the reminder service to include name and address (and maybe a message). The customers could then register name and address for their “special” people and get a reminder with e.g. the option of sending flowers to the “special” person just by replying to the reminder.

E.g. George Tune wants this extra service and enters his wife name and address. The day before his wife’s next birthday, he receives a reminder on his mobile phone with a question about sending flowers. George has been out of town the whole week, and has – to be honest – forgot about the birthday. He therefore replies to the reminder and pays with the mobile wallet. A bouquet of flowers is then sent to his wife - on the right day, for once...