



ARABICA
TECH

Reverse Auctions

Get Products – Lowest and only Price

08-2021

What is Reverse Auctions?



In daily life, have you ever thought that you can buy a product for zero balance or with a very small balance in the phone's main balance account? Reverse Auction lets you do it easily.

The **Reverse Auctions** is an interactive gameshow service via SMS, USSD and Landing Page system. Every week, the system offers a product for auction, the customer who wins the product is the customer who pays the only and lowest price. Customers do not lose money to receive the winning product.

Commercial effect:

- Express the interest of operators
- Increase operators revenue
- Create a competitive advantage



Who is customer of this service?



Services provided for the following subscribers:

- Bitel's subscribers: Prepaid and Postpaid Subscribers
- External network subscriber: doesn't support

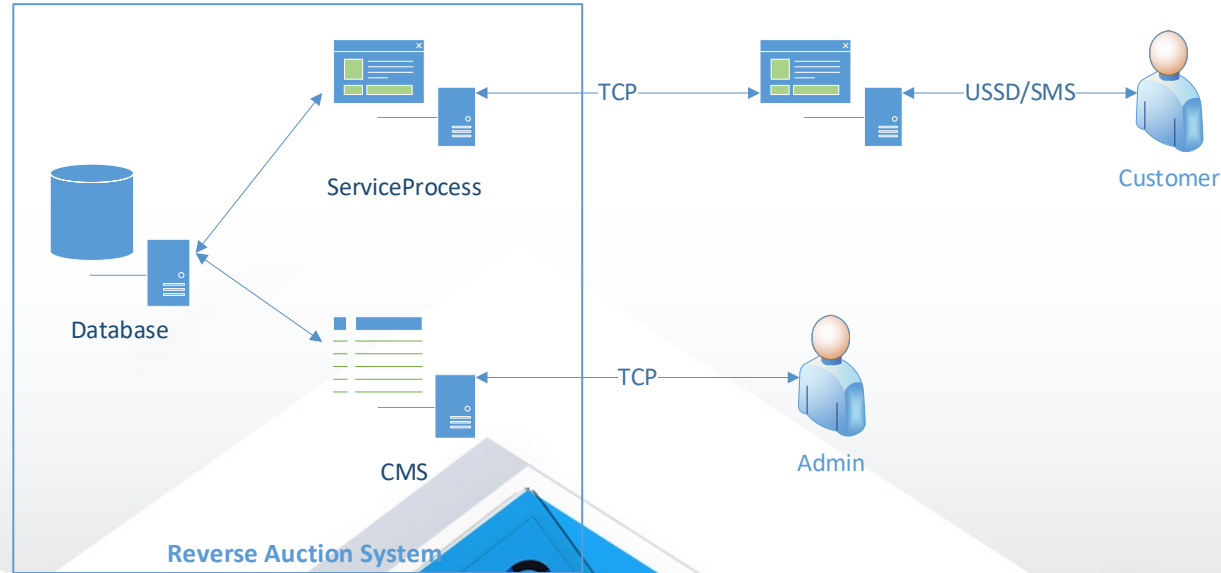


How does Reverse Auctions work?



Subscriber: bid a product via SMS / USSD / Landing Page.

Admin: check histories and report via CMS



How does Reverse Auctions work?



Service packages

- Subscribers can register for the daily package to get 5 free bids.
- Subscribers can also pay for each auction separately

Package	Information	Prices
Daily package	5 free times for auction participation	1.8 soles
One Shot package	1 time for auction participation	0.6 soles



How does Reverse Auctions work?



Auction Duration

NO	Title	Information
1	Duration	7 days
2	Opening Time	08:30 Sunday
3	Closing Time	15:00 Saturday

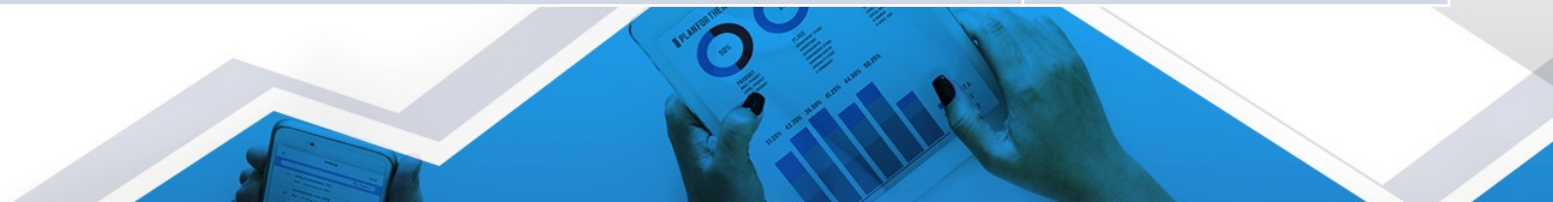


How does Reverse Auctions work?



Auction Prizes

NO	Title	Prizes
1	Auction's Winer <i>(Results will be announced at 8am Sunday)</i>	Auction product
2	The subscriber who bid most times of the day <i>(Results will be announced at 8am the next day)</i>	20 soles (Main Balance)
3	The subscriber who have lowest and only price of the day <i>(Results will be announced at 8am the next day)</i>	20 soles (Main Balance)



How does Reverse Auctions work?



Valid Bid Price

NO	Title
1	The bid is sent during the auction duration
2	The bid price must be a positive integer, for example: 1 sole, 2 soles, 3 soles...



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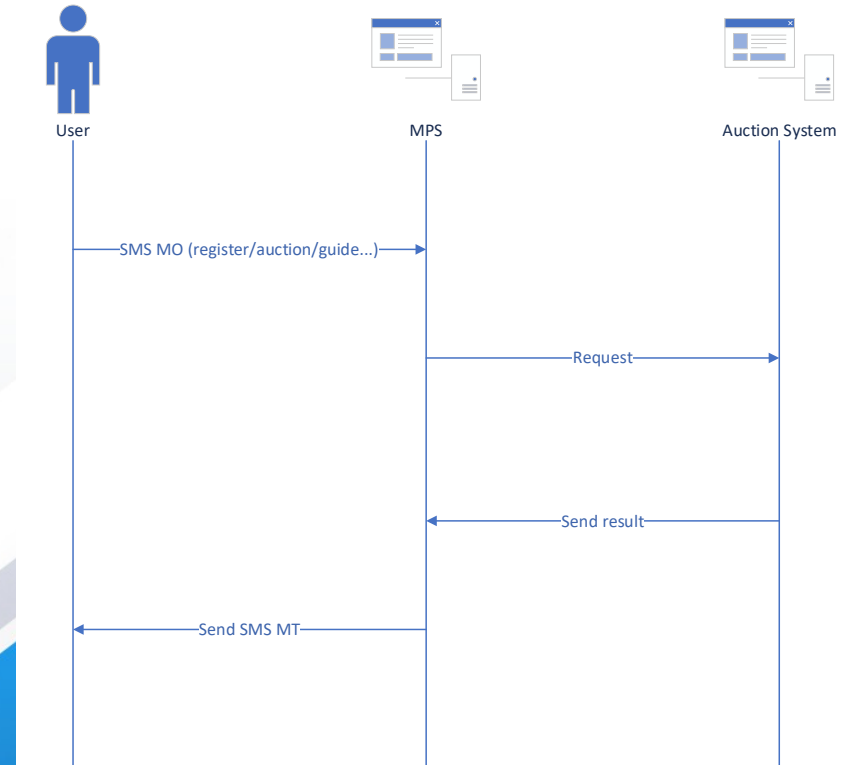


How does Reverse Auctions work?



Interactive channel - SMS

- Subscribers could register daily package by sending **REG** to **YYY**
- Subscribers could send **B 25** to **YYY** to bid 25 soles for Products
- Subscribers can get instructions by sending **Help** to **YYY**

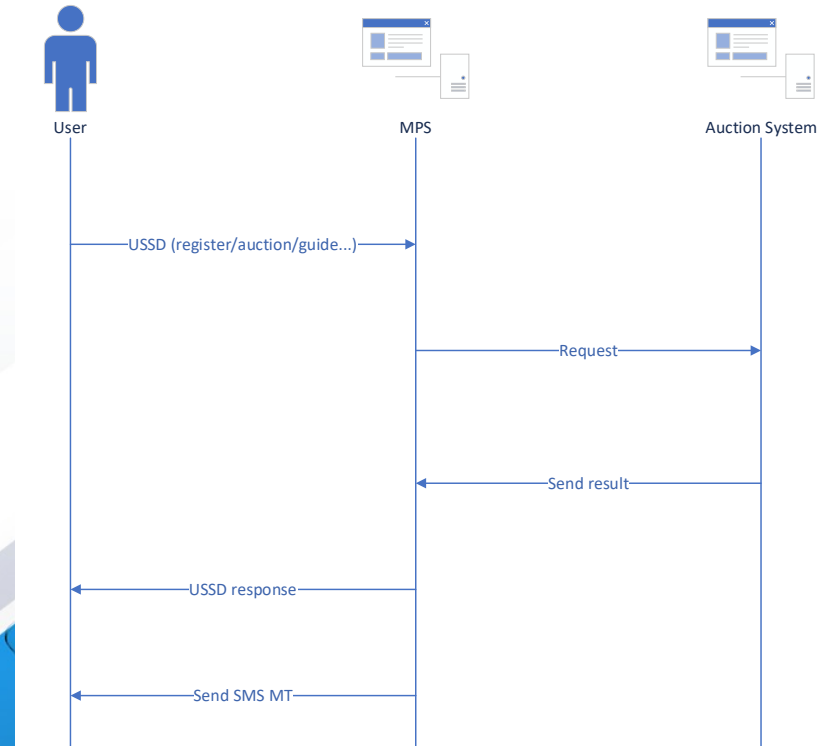


How does Reverse Auctions work?



Interactive channel - USSD

- Subscribers could show service USSD menu by call ***YYY#**
- Subscribers could register daily package by responding 1
- Subscribers could bid product by responding 2
- Subscribers can get instructions by by responding 3

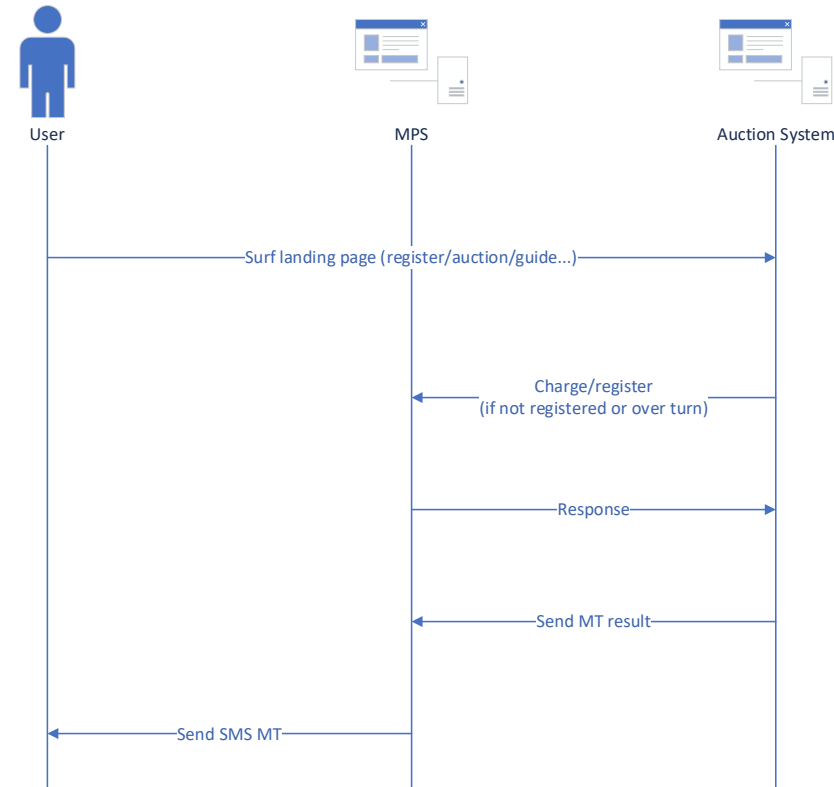


How does Reverse Auctions work?



Interactive channel – Landing Page

- Subscribers could access service land page by **reverseaution.bitel.com.pe**
- Subscribers could register daily package by click menu **Register**
- Subscribers could bid product by click menu **Do Bid**
- Subscribers can get instructions by click menu **Show Guide**

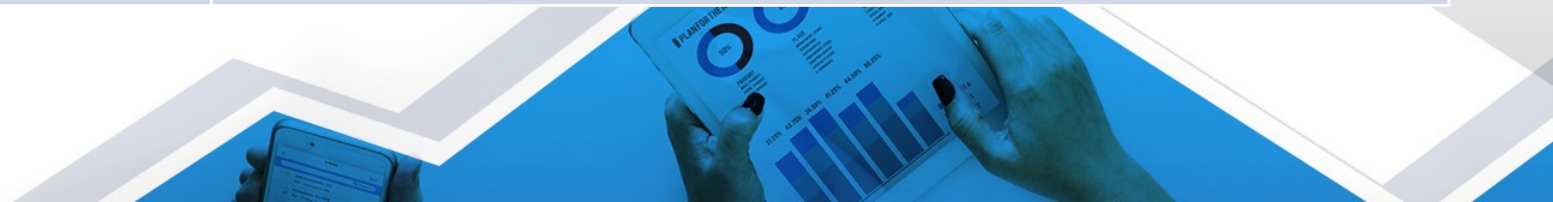


How does Reverse Auctions work?



Broadcast Events

NO	Event	Description
1	<i>Topup</i>	Send an SAT push for advertising service packages
2	<i>Checking Balance (*121#, *122#)</i>	Send SMS to notify about Auction products this week, give 1 free time for firsttime customer
3	<i>Hangup</i>	Send SMS to notify about Auction products this week, give 1 free time for firsttime customer



Management and statistics

For the employees of the front office and call-center:

Administrator's WEB-console includes the functionality for managing subscribers' service profiles:

- Look up customer Auctions histories
- Look up customer MT/MO histories
- Look up Auctions information
- Show daily statistics revenue

For the employees of the marketing department:

Administrator's WEB-console includes the following functionality:

- Look up customer Auctions histories
- Look up Auctions information
- Show daily statistics revenue



Technical requirements



To organize the service work, the Operator needs to:

- Connect to MPS (handle request from customer)
- Connect to topup, check balance, hangup event for make a promotion



Thank you!

