

# International Long Distance for your Subscribers

Offering international long distance (ILD) for your subscribers is an easy way to increase ARPU, improve subscriber loyalty and reduce subscriber churn.

Today, 15-20% of your subscribers have a need to call internationally. Right now, your subscribers are purchasing calling cards or pinless ILD products from convenience stores and the like, reducing your revenue stream and opportunity to meet their needs. By offering ILD, you keep your subscribers with you for all their wireless calling needs thereby **building loyalty and reducing churn**. ILD is a proven way to **attract new subscribers** to your brand and provide them with a new high-value and quality calling package resulting in **increased ARPU**.

NetworkIP, a leader in the international calling industry, will equip you with the products and tools needed to offer ILD at the best rates in the market. There is no need for infrastructure, switches or additional technical staff — we take care of all these items so you can focus on your relationship with your subscribers.

## NetworkIP will provide you the following international calling products:

**PayGo International Calling:** Allows your subscribers to add a set (ex: \$5, \$10, etc.) dollar amount to their ILD account managed by NetworkIP, similar to how they may purchase an international calling card. When subscribers dial the local access number, the account is verified in real-time and they dial their destination. The NetworkIP system will tell them the number of minutes available to that destination and connects the call. We share in the revenue generated from those funds added to the ILD account.

**Unlimited International Calling:** Your subscribers pay a recurring set amount per month for unlimited calling to a set number of popular countries. For example, customers can pay \$10 per month to make calls to over 60 countries. Or, you can offer an Unlimited Plus product which is a combination of unlimited destinations and a set number of minutes to a particular destination such as 200 minutes to Mexico mobile. We share in the revenue of the subscription and NetworkIP manages the carrier rates and subscriber's usage so you have no risk supplying the unlimited international minutes.

**Promotional International Calling:** Sometimes subscribers want to test things out before committing. We offer a promotional incentive of \$3-\$5 for your new subscribers to confirm for themselves the quality of the calls and the value they receive. As money is deducted from the subscriber's promotional ILD account, there is opportunity to convert the subscriber to a PayGo and/or an Unlimited International Calling plan. In this product, you only pay a wholesale rate for the minutes used.



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These three international calling products are best used in combination. If a destination your subscribers call is not available on the Unlimited plan, then PayGo is the best option for them. If the subscriber calls multiple destinations, some of which are on the Unlimited plan, some are not, subscribers can use both Unlimited and PayGo ILD with our system automatically choosing the least cost plan.

## 10 reasons why you should work with NetworkIP to offer ILD to your subscribers

1. Build loyalty and reduce churn
2. Attract new subscribers
3. No financial risk, NetworkIP takes it all
4. Guaranteed product margins (20-30%)
5. Eliminates Regulatory considerations, taxes, & fees for USF on international calling
6. Premium call quality for your subscribers
7. Detailed call analytics to stay competitive
8. Methods to limit "unlimited" abuse
9. Knowledgeable call center support that treats your subscribers with care
10. Smarter Service: marketing intelligence, associate training and incentive program support

Experience how NetworkIP can make your business more profitable and competitive; contact us today for a no-obligation assessment.