

## The next generation of customer interaction technology

It is increasingly difficult to reach customers effectively through digital channels. Emails can be costly and time consuming to create and when received are often ignored. Websites are only effective if customers visit them and require constant promotion if their benefits are to be realised. What is needed is a new approach, one that encompasses the existing channels and delivers a totally new customer communication experience.

### Skinkers Live Notification Platform

Skinkers Live Notification Platform™ delivers a totally new customer interaction where ShouldKnow™ information is pushed directly to the most appropriate device (computer, handheld, mobile) of your customers. It delivers high impact, interactive and personalised notifications directly to your audience, guaranteeing you are always in control of the experience between your brand and your customers. Skinkers Live Notification Platform enables your organisation to radically improve and increase interactions throughout the customer lifecycle.

### American Airlines DealFinder

Delivering personalised alerts on airfares, offers and promotions.



"In the 'attention economy' the value of emails is rapidly approaching zero."

Financial Times

"We needed an innovative, fast and cost effective way to get promotions to our customers, Skinkers gave us this new way and the results speak for themselves."

Virgin Atlantic

### Key benefits

- **Rapid return on investment:** The Virgin Atlantic Skinker produced 100% ROI in just three months.
- **Visible:** Skinkers messages take priority on the computer, whether the user is on or offline.
- **Increased incremental revenue:** Proven to significantly increase incremental revenue.
- **Fast:** Faster to create and more effective than email at reaching customers.



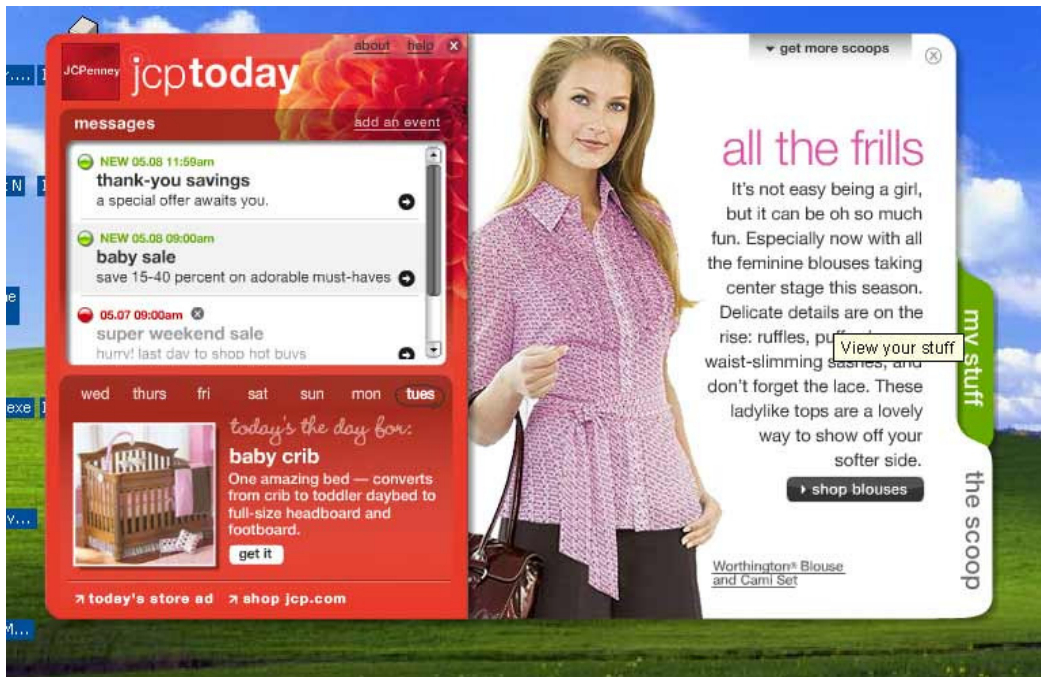
- **Targeted:** Enabling customer profiling without having to build and maintain expensive databases.
- **Measurable:** No estimates, surveys or guess work – you will know precisely how many people saw your communication, and when.
- **Fully controllable:** “Software as a Service” gives the marketing department complete control of campaigns without the overhead of IT support and maintenance.
- **Branded:** The Skinkers desktop application can be fully branded to support the corporate image, helping to drive increased brand awareness.

*“We realised a 369% increase in message retention compared to messages sent through email.”*

**Vodafone**

## JC Penney

Delivering timely shopping tips and special offers to customers’ desktops.



*“The most successful online campaign we have ever undertaken ... Skinkers delivered a very effective online media ROI.”*

**Microsoft Xbox**

## ShouldKnow information

ShouldKnow information is priority information that is time or event dependant and important to your audience, for example breaking news, offers and promotions, corporate communications, service outages, etc.

## Skinkers clients include



# SKINKERS<sup>KS</sup>

[www.skinkers.com](http://www.skinkers.com) London, Milan, New York and Sydney.

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