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DATASHEET

PREPAID PHONECARD SERVICES

Redstone Telecom Prepaid Phonecard Services

Redstone Telecom is one of the UK's leading providers of international prepaid phonecards. Over two million calls home are made using Redstone Telecom phonecards each year, representing around 70% of phonecards sold by British travel companies. Our phonecards are sold via partners in the travel and foreign exchange industry and, together, these partners realise a total incremental margin of around £2 million per year from Redstone Telecom phonecard sales. As the market develops, Redstone Telecom is continually

investing to ensure it has the fastest and most robust high-capacity infrastructure available in the prepaid telecommunications industry. This means that we are able to maintain lower tariffs to ensure that Redstone Telecom prepaid phonecards represent one of the most competitive solutions available.

Redstone Telecom's policy is to avoid hidden charges. We do not charge a maintenance fee and connection charges, which are common in the prepaid phonecard market.

International prepaid phonecards

Redstone Telecom's international prepaid phonecards can be used in more than 20 countries, and offer significant savings on voice calls from abroad compared with those made from prepaid mobile phones and hotel call tariffs. Calling the UK from the USA, for example, costs just 16p per minute, whereas the same call on a pay-as-you-go mobile could cost as much as £1.25 per minute. Even compared with the most favourable 'prepaid' mobile rates, using a Redstone Telecom prepaid phonecard should always provide savings of up to 50 per cent.

Redstone Telecom prepaid phonecards are easy to use. Customers simply dial the freephone access number of the country they are in and then follow the simple prompts. There is no wastage because unused credit can be used when the customer has returned to the UK.

Promotional items

With their high perceived value-to-cost ratio, Redstone Telecom prepaid phonecards are now becoming increasingly popular as promotional items provided free to the end user. For example, our solution for airline delay phonecards has been accepted as the norm by British charter airlines.

Phonecards are manufactured to order, with flexible credit values: typically between £1 and £20. This allows a high level of customised branding, making the phonecards highly suitable for use as sales promotion tools. This approach is equally valuable as brand reinforcement for both FMCG and

premium products, as the perceived value can be varied according to the nature of the campaign.

Whilst the phonecards can be branded and die cut to almost any shape, the user only needs the access and PIN number to use the service. Details of which can be printed on product packaging. The consumer can then phone the promoter and activate the service which will also facilitate the collection of essential customer data. All voice prompts that the customer hears are recorded specifically for the promotion, reinforcing the key campaign message and brand values.

Key features & benefits

- **Revenue generation** – Redstone Telecom prepaid phonecards are easy to sell as part of a travel transaction, providing immediate incremental revenue.
- **Management information** – All the information you need supplied by your dedicated Account Manager.
- **Quick and easy to set up and distribute** – Typical lead times for a new project of around 30 days from date of order – including production of your branded phonecards.
- **Security** – All phonecards are batch activated, and because they have a specific purpose and a maximum credit figure the possibilities of fraud are minimised.



Big Red

While most prepaid phonecards are sold through the travel industry to British tourists travelling abroad,

Redstone Telecom provides a similar product – the ‘Big Red’ card – to those visiting or working in the UK, allowing users to call home whenever they like. The Big Red phonecard has all the benefits of our other prepaid phonecards and calls are carried via the same robust infrastructure. Redstone Telecom’s system also provides friendly prompts for the user in ten languages. Tariffs are again very competitive: UK to the USA is only 2p per minute via mobile friendly 0207 access (great for those with access to free off-peak minutes), or 5p per minute with 0800 access.

A new generation of phonecards online

As part of Redstone Telecom’s continued commitment to product development, we have launched the next generation of phonecards. This online service will enable our partners to generate revenue by selling the service to customers that they do not usually interact with face-to-face. Customers who buy over the phone or online will be able to visit a partner branded site 24/7 and open an account for as little as £10 and then download the relevant numbers and user guide. Recharges and historic account information are also available live. More details are available from phonecard@redstone.co.uk or www.callingcardsonline.co.uk.

Typical implementations

Redstone Telecom prepaid phonecards have a broad range of uses:

- Added value for travel agents, bureaux de change, tour operators and transport providers. Current partners include First Choice, Thomson and MyTravel
- Help to meet the needs of EU flight delay compensation legislation, whereby airlines must provide two calls home free of charge. Redstone Telecom cards are already used by most British charter airlines for this purpose
- Promotional tools for advertising, media and sales promotion agencies and their clients
- Valuable way of allowing students and school parties to keep in touch with home
- Purchased by overseas students at UK language schools, universities and colleges, and staff from abroad employed by organisations in the UK
- Easy way of ensuring independent travellers can always keep in touch with home

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Return on investment

- Significant incremental revenue opportunities
- Low sales overheads: cards typically sold as ‘add-on’ at travel point of sale
- Low administration costs

Ongoing support

However you choose to distribute phonecards to your customers, Redstone Telecom makes it easy to get started. Our turnkey package includes phonecard production, a branded welcome message, guidance on administrative procedures, sales and product training and help with design and point-of-sale. Your dedicated account manager will be your single point of contact should you require any advice or assistance.

Technical specification

Redstone Telecom’s state-of-the-art ‘Digitalk’ platform ensures calls are connected quickly and that connections are always clear. Only tier one carriers are used.

For added peace-of-mind, lost or stolen cards can be cancelled and replaced.

Why Redstone Telecom?

Redstone Telecom has over 10 years’ experience in remote access telephony, and provides a range of solutions for the corporate and retail markets.

Our dedicated phonecard team is focused on helping you achieve a high level of card sales, and it provides training, support, incentives and promotions with the aim of increasing your revenues.



Redstone Telecom provides high quality and reliable telephony network services to the private and public sector. Our portfolio includes Inbound and Outbound Telephony, Line Rental, Non Geographic Services, SMS and Premium Rate Services. Redstone Telecom has a unique strategic relationship with BT Wholesale guaranteeing service quality and availability. This is complemented by customer-focused services including implementation, Account Management and Customer Support.