

**Nick Quain, President  
CellWand Communications  
*Voice Search 2008:  
Consumers Will Pay for Solutions***



# Consumers Will Pay for Solutions

1. **CellWand: What We Do**
2. **#TAXI: Wireless Carrier Experience to Date**
3. **Our Approach to Mobile Search**
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  - 3.2 - **Targeted Category Search**
  - 3.3 - **Make it Easy**
  - 3.4 - **Marketing Is Everything**
4. **Questions**



On your cell  
Any cab. Anywhere. Anytime.

## Our Core Belief About Mobile Search

***If you provide consumers with an easy to remember number that solves their problem, they will pay for the service if it is included on their mobile phone bill***



March 12th, 2008





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## Our Approach:

- **Voice Enabled Mobile Search through abbreviated dialing codes (i.e. #TAXI)**
- **Industry Specific: High Volume & Under Serviced Industries**
- **Premium pay-per-use applications (i.e. 411)**
- **Automate using Location Technology & Voice Recognition**
- **“Enhance” by solving industry specific problems**
- **Spearhead Marketing campaigns through category partnerships**



March 12th, 2008



# The Applications

Utilize customized proprietary databases and automate using Location Based Technology (LBS) and Voice Recognition, with highly trained live agents when needed



On your cell  
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- Recommend a cab anywhere
- Avoids busy signals
- Find first available taxi
- Include every cab company



- 'Open Now' feature
- 'Deliver Here' feature
- Recommend pizza (value or quality)
- Users rate pizza via SMS

Wireless carriers charge between \$1.25-\$1.79 per call which is applied to the mobile phone bill. They share this revenue with CellWand.



## Carrier Experience to Date

- National Marketing Campaigns since 2006
- Dozens of Marketing Partners
- Millions of calls in Canada
- Marketing ROI already positive
- High Repeat Usage and Loyalty
- Key Users in 18-35 demographic
- Seasonal and Holiday Trends
- Used in >200 Cities, Suburbs & Towns
- Little Cannibalization of 411 (new \$'s)





# Consumers Will Pay: CellWand's Approach to Mobile Search

# First, Solve the Problem

*Consumers will pay for Solutions*

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# First, Solve the Problem

*Consumers will pay for Solutions*

- Relevant Content IS NOT a Solution
- Vendors who pay Don't Necessarily Solve the Problem
- Objective Recommendations DO Solve the Problem
- Design and Customize databases specifically to Solve Problems
- Price: What is the Incremental cost for a Convenient Solution?



# The Power of Niche

*Industry Speed Dials for Category Search*



# The Power of Niche

## *Industry Speed Dials for Category Search*

- One Search doesn't fit all
- Focus on Category Specific Problems
- Focused interface – makes voice automation doable
- Easier to Define the Brand – own a piece of a category
- Avoid money losing categories
- Utilize specific partners and marketing



# Make It Easy

*The “How” is Critical for Success*



# Make It Easy

*The “How” is Critical for Success*

## Easy to Remember

- It better be Memorable – Simple and Intuitive
- It better be Universal – the Power of Ubiquity

## Easy to Use

- It Better work well. Usability = loyalty.
- Voice – Available to all mobile phone users
- LBS, IVR, Speech Rec, SMS, Live agents

## Easy to Pay For

- Carrier billing is the key to Consumer Pay



# Marketing is Everything

*Creating a brand and new dialing behaviour from scratch*



**On your cell**

**Any cab. Anywhere. Anytime.**

# Marketing is Everything

*Creating a brand and new dialing behaviour from scratch*

- The Challenge of creating awareness AND a change in behavior
- Flying Solo is Expensive – Partners
- Takes time, patience and \$'s
- Upside of owning a brand and behavior



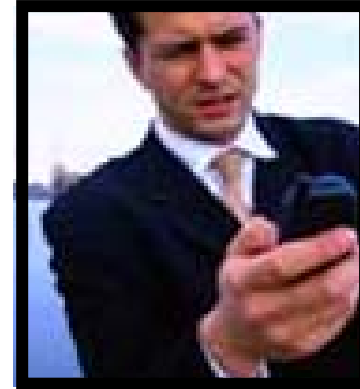
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# The #TAXI Marketing Ecosystem

Investing & Partnering in a long-term marketing machine







**Questions**  
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