



## **DTMF Telephones**

PosGate UOPP is enabling DTMF Shopping providing the possibility to make a purchase directly from the LANDLINE HOME TELEPHONE or with a mobile phone, using the telephone touch tone keyboard and without entering any personal and payment data.

Today, what depicted above is not manageable with a touch tone enabled telephone (DTMF) mainly because of the complexity in entering any of personal information (limited keyboard) and security of payments (e.g. entering credit card data).

PosGate allows the creation of a virtual marketplace, able to realize and bring on the market a service allowing direct DTMF Shopping overcoming the mentioned limitations, i.e. allowing for selling of third companies goods and services in a full managed process, from order entry to payment to order delivery.

In this platform are accommodated both selling companies and registered users, being the TSP the platform service provider.

### **Targeted companies**

The platform is a secured environment allowing for many-to-many relationships between trusted customers and trusted merchants and real time POS payments.

The DTMF Shopping Marketplace brings selling companies numerous advantages, such as:

1. the possibility not only to advertise on different media like TV, Radio, Wall ads but to sell on the same media avoiding the need of running their own organization.
2. the access to a pool of registered users.
3. delivery of goods / services purchased by customers is done when order has been already paid, thus avoiding frauds and financial losses.

To access this opportunity, the selling companies will only have to promote their good / service product on the preferred media and to subscribe to the service with the TSP. The TSP will run a managed IVR environment, able to recognize incoming calls from users, items to be purchased, the merchant involved and where to send the product for delivery; the platform then does all the job (order entry – checks – payments – order delivery).

### **Targeted DTMF Shopping registered customers**

Even if landline telephones are decreasing in number, about 80% of household in the US still have a telephone line at home. Besides that, those relying only to wireless telephones still can take advantage of DTMF capability, offered by any generation of cell phones. Registered users can buy from trusted merchants without disclosing personal and payment data, ever; this means ease of process, enhanced security and more privacy.

For the selling companies, this customer pool is surely a major interest item (millions of potential trusted customers in the US, either landline or mobile phone users).