

# Simple mobile micro-payment solution for name-tapes

## Business need

To make it as **hassle free** as possible for parents to order iron-on name-tapes for their children's school clothes.

To **capture customer data**.

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## The solution

A **text call to action** featured on the M&S website and in back-to-school brochures.

Customers are invited to text **TAG** to **65006** followed by their child's name and delivery address, at the cost of £5 for **50 name tapes**.

**Premium SMS** billing is used as a simple payment mechanism.

Details are passed to the fulfilment partner upon successful collection of the payment. The name tapes are **delivered to the door by post**.

## Functions

- Direct response
- Transaction
- Revenue generation

