

## Empello monitors Digital Media, Ads and m-Payments for Compliance with Regulations and provides valuable Market Insight to drive revenue growth

The risks of non-compliance include brand damage, business disruption, financial penalties as well as loss of consumer trust. Empello checks Advertising, Services and Customer Care to ensure that rules are being followed.

Provided consumer trust is established and maintained, m-Payments and Operator Billing have significant revenue potential. To develop this, Empello provides data on what is currently being monetised, via new and traditional channels (such as Premium SMS)



## How we help Mobile Operators

### Protect revenue by maintaining Regulatory Compliance

Empello checks compliance with the rules, promotes best practice and reduces risk to you and your consumers. We guard against loss of consumer trust, which can quickly erode revenues. Empello understand how to get the balance right between revenue and compliance standards



### Understand current monetisation, and grow revenue

Empello provides valuable insight into what is being monetized through the Mobile Operator channel, so that Business Development can be optimised. The market data we provide also includes which service categories are most or least compliant. We can therefore target programs in specific segments.

### Reduce Consumer Support costs

Regardless of the instructions the consumer receives, the majority of consumer queries come to the Mobile Operator for resolution. By improving levels of compliance in the market, call volumes decline. Empello estimates its compliance program has saved a European operator with 20m subscribers in excess of €150k per annum.





## Monitor Ads in-market, and tackle affiliate marketing problems

Empello uses a powerful combination of human and automated monitoring to find local advertising flows pointing to Operator Billed services. By capturing full URL data and screenshots, we enable identification of traffic sources, and removal of non-compliant promotions, even where affiliate marketing and affiliate networks are being used

## Maintain compliance by regular Service Testing

Empello tests hundreds of mobile and online services every month, by carrying out comprehensive end-to-end user testing, recording sequences of screenshots and billing events. We perform all tests in the relevant local country on the appropriate ISP or mobile network.



## Monitor third party Customer Care lines

Empello tests the Customer Support function of aggregators and merchants, by placing calls to Telephone helplines, and using Email support. This ensures that these facilities deliver the required service to consumers, helping to reduce load on Mobile Operator call centres, as well as meeting regulatory requirements

## Company information

Compliance with regulations is vital to ensure a Mobile Operator business runs smoothly, meets regulatory standards and protects its consumers. Regulatory compliance allows resources to be re-directed to core business.

As a business founded by former mobile network executives, Empello understands how to minimise regulatory risk, effectively and proactively.

We understand balancing regulatory compliance with commercial goals to enable a successful value chain, with sustainable revenue streams.

Through the use of innovative technology, Empello detects, assesses and remedies non-compliance. Empello delivers over 5,000 audits per year from its London headquarters using global testing capabilities.

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