

# Example of a typical existing Cell Phone Bill

- Name and address window
- Amount Due
- Average appearance of a bill

Mr. Anil Gandhi  
52 Playa Boulevard  
Elko, NV 89251

*Thank you for being it us. Summary at a glance.*

Date of Bill : 13 Sep 2003	Bill ID : M035	Amount No. : 36435676	Deposit (Rs.)	0.00
				<b>Amount (Rs.)</b>
Balance Brought Forward from Previous Bill				78.46
Payment by Cash 25 Aug. 2003				78.00
Amount over due (payment after 11 sep. Is not shown on this bill)				0.48
See notes on overdue amount overleaf.				
Total Current Charges due by 27 Sep 2003				121.98
Total Amount Due				122.44





## CURRENT CHARGES

### TELEPHONE NO. 126543

Corporate Phone Line	Oct. 2003 to Dec. 2003				25.00	
Local Call Charge	01 Aug. 2003 to 06 Sep. 2003	451 Units			14.00	
Meter Reading 9863 to 10134						
Directory Assistance (Tel)						
IDD 001 Call					62.60	
<b>Date</b>	<b>Time</b>	<b>Country</b>	<b>Called No.</b>	<b>Duration</b>	<b>Rate</b>	<b>Amount</b>
22 Aug	10:28pm	America	131127815180	8m 6s	E	200.00
25 Aug	10:07pm	Hong Kong	85297774006	3m 18s	W	50.00
25 Aug	09:28pm	English	44144230033	30s	W	100.50
29 Aug	10:00pm	Canada	4165981524	3m 06s	E	150.50
29 Aug	10:07pm	China	861065102751	9m 00s	E	100.00
29 Aug	09:42pm	Japan	81352109952	9m 12s	E	300.50
03 Sep	08:32pm	France	33134571144	6m 36s	S	200.50
Directory Assistance Rebate (Tel)	18 Jul. 2003					0.00
<b>TOTAL CURRENT CHARGES</b>						<b>1102.00</b>

# Example of a proposed Cell Phone Bill

- Variable targeted advertisements, messages and coupons based on the customer's consumption, travel, buying and payment patterns.
- Use of color to highlight important information
- Mining data to pitch billing plans and products that are directly relevant to each individual consumer.
- Explain the bill's consumption using graphical display (such as bar graphs and charts) from live billing data.
- Track customer's payment pattern to suggest alternate modes of payment, if necessary.

Mr. Anil Gandhi  
52 Playa Boulevard  
Elko, NV 89251

*Thank you for being it us. Summary at a glance.*

Date of Bill : 13 Sep 2003	Bill ID : M035	Amount No. : 36435676	Deposit (Rs.) 0.00
----------------------------	----------------	-----------------------	--------------------

	Amount (Rs.)
Balance Brought Forward from Previous Bill	78.46
Payment by Cash 25 Aug. 2003	78.00
Amount over due (payment after 11 sep. Is not shown on this bill)	0.48
See notes on overdue amount overleaf.	
Total Current Charges due by 27 Sep 2003	121.98
Total Amount Due	122.44

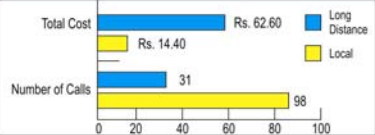
**CURRENT CHARGES**

**TELEPHONE NO. 126543**

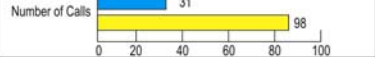
Corporate Phone Line	Oct. 2003 to Dec. 2003	25.00
Local Call Charge	01 Aug. 2003 to 06 Sep. 2003	14.00
Meter Reading 9863 to 10134		
Directory Assistance (Tel)		
IDD 001 Call		62.60

Date	Time	Country	Called No.	Duration	Rate	Amount
22 Aug	10:28pm	America	131127815180	8m 6s	E	200.00
25 Aug	10:07pm	Hong Kong	85297774006	3m 18s	W	50.00
25 Aug	09:28pm	English	44144230033	30s	W	100.50
29 Aug	10:00pm	Canada	4165981524	3m 06s	E	150.50
29 Aug	10:07pm	China	861065102751	9m 00s	E	100.00
29 Aug	09:42pm	Japan	81352109952	9m 12s	E	300.50
03 Sep	08:32pm	France	33134571144	6m 36s	S	200.50

Directory Assistance Rebate (Tel)	18 Jul. 2003	0.00
<b>TOTAL CURRENT CHARGES</b>		<b>1102.00</b>



Total Cost: Rs. 62.60 (Long Distance) + Rs. 14.40 (Local)



Number of Calls: 31 (Long Distance), 98 (Local)

Mr. Anil Gandhi over 80% of your bill is due to long distance charges. You should try our new long distance discount plan. For more information on how we can save you money please call (000) 808-8888