



## Vodafone

Following a pitch, Vodafone appointed Katapult to develop sales collateral for the telecoms provider's new global operating billing platform, Charge to Bill.

# Brochure Design

The platform makes it easy for digital content providers' customers to buy their content and other services by enabling them to charge the item price directly to their Vodafone phone bill or pre-pay account.

To bring the Charge to Bill concept to life, Katapult developed 'Helping you turn visitors into customers' as the lead proposition. In line with Vodafone's Brand Guidelines, a series of eye catching icons were designed to communicate key benefits whilst an infographic was developed to demonstrate the scalability, simplicity and security that underpins the solution.

**Vodafone | Charge to bill**

Charge to bill

Helping you turn visitors into customers

power to you

**Vodafone | Charge to bill**

## Turning visitors into customers

Charge to Bill is Vodafone's global operator billing platform. It makes it easy for customers to buy your digital content and services by enabling them to charge the item price directly to their Vodafone phone bill or pre-pay account.

- Through a single contract and technical integration your business can gain access to more than 100 million Vodafone subscribers across eight countries.
- Ideal for online stores, publishers, social networks, games providers and other digital content providers.
- Extends your addressable market and is the best method for converting mobile visits to sales.

250% increase in gross monthly sales after 120 days of integrating operator billing

250

Partners using Charge to Bill see a significant impact

**Vodafone | Charge to bill**

## Scalable, Simple, Secure

**Scalable**

One integration enables you to access over 100m customers in multiple territories. No need for separate connections, no need to negotiate new contracts. Extends your reach to customers who don't use credit cards.

**Simple**

Quick and easy two click purchase experience with real time notification of transaction success/failure, no pre-registration or payment card details required.

**Secure**

Vodafone is one of the most recognised brands in the world & generates trust and confidence in consumer purchase experience. Operator grade network security provides customers with the highest level of protection.

Online Store, Publisher, Social Network, Games, Other Digital Content

**Charging Flow**

- 1 Customer balance checked, funds reserved.
- 2 Service delivered, customer bill charged.

Confirmation of payment

For more information contact [b2binfo@vodafone.com](mailto:b2binfo@vodafone.com)



### Charging Flow

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## What the client says...

"I enjoyed working with Katapult because they ooze enthusiasm and creativity while managing to understand the commercial constraints that your business may have. The team come across as very committed to their work but maintained a feeling of energy and fun."

