

Lucent Technologies wanted to send a teaser post card series to prospects. The purpose was to promote Lucent's Billing and Customer Care software and tease prospects about new technology developments. The post cards were meant to open the lines of communication for a sales rep to follow up with a phone call and secure an appointment.

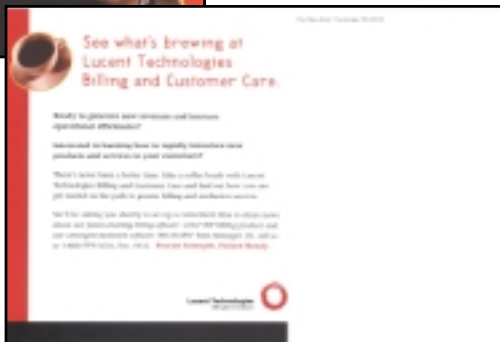


■ **Copy:**

"Who ordered the proven, fully modular, future ready, industry-leading, real-time billing and customer care solution that enables rapid time to market, increases operational efficiency, reduces revenue leakage and supports all telecom services including next generation mobile and IP services?"

And do you want a biscotti with that?"

See what's brewing at Lucent Technologies Billing and Customer Care.



To read more of this post card series or see others, please contact me.