

mGage Receives Principles Based Service provider status



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mGage, a Vivial Company, has been awarded accreditation to deliver Principles Based Service solutions to their clients by the PayFort Management Group – an industry organization with representation from all Mobile Network Operators in the UK (including EE, Vodafone, O2 and Three.) mGage now allows selected businesses to develop customised mobile payment web flows, creating the potential for significantly increased conversion rates.

What is a Principles Based Service?

A Principles Based Service is a payment flow that companies can customise with their brand's look and feel in order to improve customer engagement and conversion rates. This is done following PayFort's rules on the payment information and processes provided to an end user.

Why Choose mGage's as your Principles Based Service Provider?

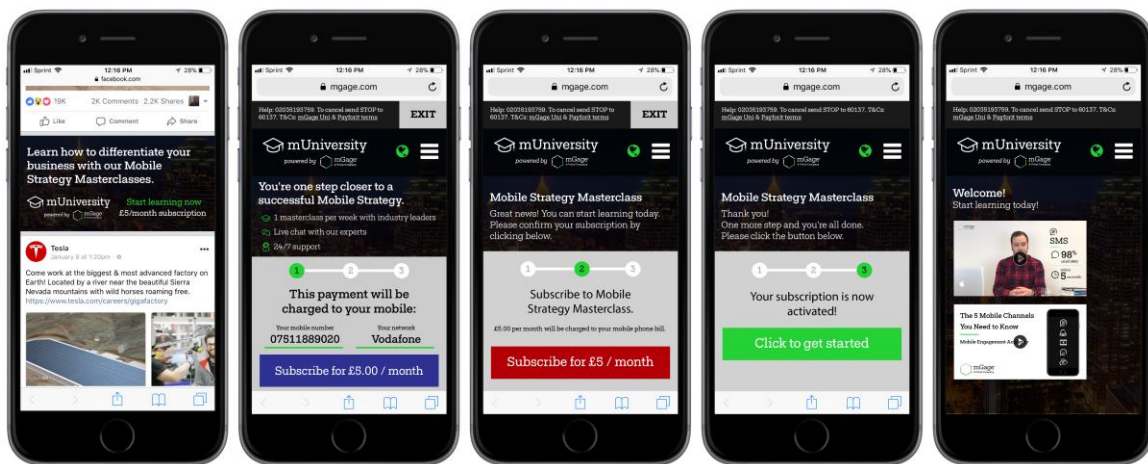
mGage's Principles Based Service flow marries brands' commercial objectives with end user satisfaction and regulatory compliance. This protects customers' personal data while creating a sustainable, healthy income source for companies.

"Adding Principles Based Service solution is a significant step forward for mGage," said Nick Millward, Vice President of Commercial and Product Marketing for mGage Europe. "Our clients now have the flexibility to build custom mobile payment flows that will ultimately improve their customers' experience. We estimate that a customised flow can increase conversions by 20 percent."

This new functionality can also help brands win the loyalty and trust of their customers. One study showed that 78 percent of consumers believe that organisations providing custom content such as this are interested in building good customer relationships.*

Interested companies can contact mGage at sales@mgage.com to receive more information and advice on how to get started with Principles Based Service flows. More information on mGage's payment solutions can be found at <https://uk.mgage.com/solutions/direct-carrier-billing>.

About mGage: mGage, a Vival Company, provides mobile messaging technologies and services that allow brands to create better customer experiences. We serve more than 1,000 brands across six continents and power billions of monthly mobile interactions through SMS, MMS, Push and mGage Pay. As a Tier 1 aggregator, mGage has direct connectivity to all major wireless carriers in the U.S. and U.K., along with a best-in-class campaign management platform and powerful, open APIs.



An example of what a flow can look like with mGage's Principles Based Service

*Source: <https://keydifferencemedia.deviantart.com/art/Consumers-Believe-in-Custom-Content-566134338>