

Dating: ConTakt

ConTakt provides entertainment, dates and hot flirting. This dating service is a combination of voice telephony and SMS services.

Within the scope of this service, women and men can:

1. submit personal ads in the form of voicemail messages
2. listen to personal ads (voicemail messages) and reply to these personal ads
3. listen to messages that have been left on their own voicemail.



In order to overcome inhibitions in respect of personal ads, particularly among women, a free 0800 number was set up via which it is only possible to set up a mailbox (=personal ads). This guarantees that we always have sufficient female mailboxes – the crowd-pullers for any form of contact forum – in the system. The menu on the 0800 number can be driven via touch-tone dialling.

This is how the service works:

Callers reach the arvato mobile platform via a 09005 number (09003-373736 → €0.99/min.). Here, they can decide whether they want to submit a personal ad - hence set up a mailbox - or simply wish to “browse” through the existing ads. The menu can be driven both by voice and via touch-tone dialling.

If callers decide to set up a mailbox, they can allocate themselves one of five pre-defined nicknames which will be used to greet them every time they communicate. This menu option is, however, not obligatory, but is predominantly used to give callers a sense of security.

After callers have “spoken” their personal ad, further on in the menu they are then able to select whether their ad is to be released for women only, for men only, or for everybody who is looking for fun. To listen to their own mailbox and the messages addressed to them, callers receive a computer-generated 6-figure box number once they have finished setting up their mailbox. If they leave their mobile number when setting up the mailbox, they then receive an SMS whenever somebody has replied to their personal ad.

Every submitted ad/voicemail message is checked for its content by arvato mobile on the basis of established rules/a blacklist and released within 24 hours.

Alternatively, if callers decide to listen to “ads” only, they can decide in the menu whether they want to listen to ads **for** women, **for** men, or **for** everybody who is looking for fun. Interested persons are then able to reply to ads via both voice and DTMF activation and leave “advertisers” a message with their contact details or similar.

arvato mobile possesses a comprehensive pool of mailbox greetings, meaning that callers can remain in this service for hours and browse around.