



VoiceMail

Key Operator Benefits

- Increases chargeable call minutes and voice revenue
- Captures additional service fee based on flexible subscription models (first month free, etc.) and increases ARPU
- On-the-fly voicemail box creation entices service penetration
- Cost-effective solution with lower CAPEX and OPEX that eliminates overuse of signaling resources and offers easy dimensioning
- Integrates with other call completion services
- Reliable field proven solution backed with world-class managed services

Market Dynamics

Uncompleted calls due to called party being busy, unavailable (out of coverage or switched-off), or unable to answer represent a significant amount of missed revenue potential. Solutions that ensure a subscriber knows when and who called them have a major impact on turning around these missed opportunities into new chargeable calls.

Increasing competition urges mobile operators to deploy call completion services that effectively maximize voice revenues and network usage from previously uncompleted calls. Advanced voicemail services that entice the caller to leave a message; and the called party to retrieve the message and make a subsequent call help operators generate new voice revenues from calls that would not have been made otherwise.

Product Overview

Defne's **VoiceMail** is a fully featured network-based voicemail solution. It allows callers to leave a voice message to subscribers even if they are out of coverage, busy, or simply just not available. In addition to conventional capabilities, it provides on-the-fly voicemail box creation at first message deposit and temporary voice mailboxes for subscribers who do not have permanent ones. It delivers advanced notifications to the called party's handset and offers rich personalization and self-provisioning options.

The VoiceMail application offers message storage, retrieval and forwarding capabilities with high capacity, performance, reliability and scalability. Its easy-to-use rich feature set entices service penetration and enhances subscriber satisfaction and reduces churn.

As an optional feature, the VoiceMail application also offers the Visual VoiceMail functionality for smartphones. It pushes the voice messages directly to the customer's mobile handset and provides subscribers easy access to their voice mailbox with a single screen touch. The messages appear in a list similar to an email inbox with the callers' names and numbers. It enhances the user experience with personalization, easy playback and quick callback options at the user's convenience.



Key Subscriber Benefits

- Hassle-free message deposit and retrieval
- Easy-to-use one-touch connection to the caller
- Scheduled personalized greetings
- Enhanced service experience

Key Features

- Automatic mailbox creation - temporary or permanent
- Personalized greetings scheduled for day, person, etc.
- Effortless access to new messages
- Easy message download for archiving purposes
- One-touch connection to the caller while listening to the message
- Message notification through multiple channels: SMS, USSD, E-mail, Web access, WAP push, Mobile Application and phone call (IVR)
- Subsequent message notification when voicemail is not listened within a predefined period
- Pin authentication for mailbox access from different numbers
- Silent voicemail detection and removal
- Mailbox merge and auto clean up
- Group and corporate mailbox option
- **Visual VoiceMail** (Mobile Application) option for smartphones:
 - Support for mailbox customization
 - Message review and retrieval in any order
 - Message sharing through email and MMS
 - Easy saving of called number as a phone contacts
 - One-touch connection to the caller
 - Ability to record multiple greetings
 - Visual selection of active greeting
- Support for multiple languages
- Integration with Missed Call Notice, NotifyMe and **Auto CallBack** solutions
- Ad insertion support
- Advanced real-time reporting tools
- Redundant and scalable architecture with high availability
- Fast integration with existing operator infrastructure
- Easy to customize for operator specific requirements

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