



PokeCall

Key Operator Benefits

- Increases call completion rates and voice revenue
- Self-marketing features boost service penetration
- Deployed as a platform, the solution enables third party services to terminate with a missed call
- Enhances subscriber experience and reduces churn
- Cost-effective solution with lower CAPEX
- Integration with CollectCall and MicroCredit solutions
- Reliable field proven solution backed with world-class managed services
- Ability to integrate with mobile marketing solutions to offer adverts

Market Dynamics

Today, over 70% of subscribers served by mobile networks are on prepaid plans. These millions of subscribers often find themselves in situations with zero or low prepaid balance without immediate access to a credit top up mechanism and they can not place or receive a call even in emergencies. Such cases lead to inconvenience for the subscribers and potential revenue loss for the operators.

It is crucial for mobile operators to offer innovative services that enable subscribers with depleted prepaid limits stay connected at all times. Solutions that allow subscribers to initiate a call and alert the called party of their desire to get connected even when they do not have any credits address this problem and generate additional revenue streams for the operators.

Product Overview

Defne's **PokeCall** solution enables subscribers with insufficient prepaid credits to initiate calls that are terminated with a missed call that appears on the called party's handset call history in a controlled environment.

Placing a call and hanging up before the called party answers thus leaving a missed call is a common prepaid subscriber behavior. This is widely used among the low budget, youth and enterprise segments. And over 35% of the called parties tend to call back upon receiving such missed calls. However, prepaid subscribers with low or zero balance are not allowed to place a call and have no means of alerting their friends and family to call them back. Defne's PokeCall solution overcomes this problem. When the calling party does not have enough credits to complete the call, PokeCall solution informs the caller and places a missed call to the called party. The solution allows the caller to place as many missed calls as desired increasing the rate of returned calls.

The PokeCall solution does not require any subscription or service fee and can be seamlessly accessed from any mobile handset without any need for a prefix or a short code. The solution is triggered by calls made to both on-net and off-net subscribers independent of whether they are prepaid/postpaid, outbound/inbound roamer, or corporate/individual subscribers.



Key Subscriber Benefits

- Continuous communication experience even when out of credit
- Easy-to-use service without any need for predefined short codes or prefixes
- Ability to leave multiple missed calls increases rate of returned calls for emergencies

Key Features

- Flexible and easy-to-use interfaces
- Direct dialing for service access without prefix or short code
- Support for any type of called party: on-net/off-net, prepaid/postpaid, outbound/inbound roamer, and corporate/individual subscriber
- Prevents overlapping with other call completion services
- SMS delivery to caller upon successful PokeCall delivery
- Support for and limitations on number of call attempts per MSISDN
- Support for closed user groups
- Daily/weekly/monthly call reporting - number of calls; off-net/on-net calls
- Daily/weekly/monthly subscriber reporting - unique number calling/called party
- Call success reporting
- Intuitive and user friendly administration and customer care modules
- Advertisement insertion support
- Redundant and scalable architecture with high availability
- Fast integration with existing operator infrastructure
- Easy to customize for operator specific requirements

Corporate Headquarters:

ITU Ayazaga Kampusu, Ari-2 Teknokent A-Blok 3-1, Maslak 34469, Istanbul, Turkey

MEA Office:

Dubai Silicon Oasis HQ Building, 4th Floor, Wing C, Dubai Silicon Oasis, Dubai, 341041 UAE

Asia Pacific Office:

807, 8th Floor, Ithum Tower A, Plot No A40, Sector-62, Noida, Uttar Pradesh, 201309 India

Phone: +90.212.285.7575

Phone: +971.4.372.4037

Phone: +91.120.4570667

www.defne.com.tr
sales@defne.com.tr