



Auto CallBack

Key Operator Benefits

- Increases chargeable call minutes and voice revenue
- Captures additional service fee based on multiple charging models and increases ARPU
- Self-marketing feature boosts service penetration
- Cost-effective solution with lower CAPEX and OPEX that eliminates overuse of signaling resources
- 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.

Over 50% of subscribers who are notified of missed calls or availability of parties they called make subsequent calls with an average duration of two minutes. With increasing competition, deployment of call completion services to effectively maximize voice revenues and network usage from previously uncompleted calls becomes critical for mobile operators.

Product Overview

Defne's **Auto CallBack** solution offers subscribers a user-friendly option to connect with a specific unreachable subscriber's number when he/she becomes available.

Based on service subscription and/or real-time approval from the caller, Auto CallBack solution automatically bridges a call between the two parties as soon as the called party and the caller are both available (switch the phone on, finish the call, or come into a coverage area).

The Auto CallBack solution enhances revenue potential by increasing the rate of call completion while providing subscribers with a user-friendly service. The Auto CallBack enhances user experience by making it easier for callers to connect with their colleagues, friends and family.



Key Subscriber Benefits

- Hassle-free automatic connection without re-dialing
- Immediate call completion when called party becomes available
- Enhances service experience by improving subscribers' ability to connect to desired parties at all times
- Easy-to-use, user-friendly solution that is not complex

Key Features

- Monitoring of availability of called party
- Instant call bridging between the caller and the called party as soon as he/she switches the phone on, finishes the call, or comes into a coverage area
- Real-time service approval through IVR and USSD channels
- Support for temporary and/or permanent subscription model
- Multiple charging capability: Subscription-based, request-based or event-based (upon successful call completion)
- Whitelist / Blacklist option
- Seamless integration with Voice Mail / Missed Call Notification services
- 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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