



# CollectCall

## Key Operator Benefits

- Increases call completion rates and voice revenue
- Supports innovative call charging models
- Self-marketing features boost service penetration
- Enhances subscriber experience and reduces churn
- Feature rich, cost-effective solution with lower CAPEX
- Integration with MicroCredit solution
- Reliable field proven solution backed with world-class managed services
- Ability to integrate with mobile marketing solutions to offer adverts while waiting for call approval

## Market Dynamics

*Today, mobile networks support millions of prepaid subscribers whose credit balance may often not be enough to place or receive a call. This leads to potential revenue loss for the operators and inconvenience for the subscribers. Mobile operators need to provide their subscribers with additional means to place and receive calls when they exceed their prepaid limit. Solutions that allow subscribers to make calls even when they do not have any credits address this problem and generate additional revenue streams for the operators.*

## Product Overview

Defne's proven **CollectCall** application brings the reverse charging experience to mobile networks and allows prepaid subscribers with a limited or zero balance to place a call where the called party pays for the duration of the call upon his/her consent.

The CollectCall solution also addresses the cases where the subscriber does not have access to a top up mechanism or simply wants to reverse the call charges for business or personal reasons. It enables mobile operators to generate additional chargeable calls by targeting low budget prepaid, youth, and enterprise subscriber segments.

Collect calls can be made virtually from any mobile handset with a seamless access to the service through a predefined prefix or a short code. With easy to use IVR, USSD, SMS based and direct dialing options, the CollectCall application increases call completion rates and ARPU.

The **Whitelist** feature allows service subscribers to create a list of friends and family who can call them collect without any further approval request. The advanced **Direct Dialing** option enables whitelisted callers to place a collect call without using the service prefix and short code. In addition, offered as an optional feature, **FriendList** capability automatically adds caller IDs to the whitelist once the subscriber accepts a configurable number of collect calls from the same caller. FriendList allows faster growth of the subscriber's whitelist, makes the service easier to use and increases revenue potential.

The CollectCall solution can also be used as a platform to offer innovative call charging models; e.g. C party charging for calls between A and B parties, split charging, etc.



## Key Subscriber Benefits

- Continuous communication experience even when out of credit
- Easy-to-use service with predefined short codes and prefixes
- Seamless connection with pre-approved Whitelist, FriendList and Direct Dialing

## Key Features

- Flexible and easy-to-use interfaces
- Service initiation through IVR, USSD or SMS
- API for mobile application
- Direct Dialing for service access without prefix or short code (insufficient balance calls)
- Daily/weekly/monthly service usage limitation per subscriber
- Subscriber list management:
  - FriendList
  - Personal Blacklist / Whitelist
  - Global Blacklist / Whitelist
- Real time and offline charging support
- Support for innovative charging models (Split charging, C-party pays, etc.)
- Intuitive and user-friendly administration and customer care modules
- 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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