



Roamers CallBack Case Study

Market Dynamics

A recent industry study forecasts operator revenues generated from mobile roaming to exceed \$90 billion by 2018, representing over 8% of the global operator billed revenues in the same year. However, the same report, also indicates that with increasing global travel, there is an increasing presence of 'silent roamers' who exercise caution, or do not use voice and data services at all while roaming, and represent a non-user segment.*

"Silent roamers" present a huge challenge to operators both in terms of customer satisfaction and revenue expansion, and cost the industry billions of dollars each year in lost revenue potential, given millions of outbound roamers. As such solutions that enable mobile roamers to easily and cost-effectively use voice services enable operators to capture new revenue opportunities that are otherwise lost.

Product Overview

Defne's **Roamers CallBack** is an innovative solution that allows both prepaid and postpaid subscribers, who are traveling outside the coverage area of their mobile operator, to place calls to their home network at cheaper rates avoiding costly roaming and interconnection charges. With Defne's Roamers CallBack solution, operators are able to offer easy-to-use roaming services, keep their subscribers' communications on their networks when roaming, and capture otherwise lost revenues while increasing subscriber satisfaction and loyalty at the same time.

With Roamers CallBack, roaming subscribers can place calls cost-effectively when they are abroad either seamlessly or by sending a USSD string or an SMS through their home network. When the roaming party places a call to any destination, Roamers CallBack receives the call and flawlessly bridges a reverse call between the roaming/calling party and the called party.

Roamers CallBack grants the home network full control over the call and performs all the pre-call checks and call rating in real time. To trigger the service, it is sufficient for the roamer to send a USSD request like *121xxxxxyyyy# where xxxxyyyy is the destination number or an SMS containing the B-Number to the service number.

The system checks the prepaid credit balance according to the destination, calculates the maximum call duration with balance and establishes a two leg call between the caller and called party. Real time call charging starts when the call is connected. There can also be a charge for non-connected calls as the call leg to the caller party must be established first to assure a voice path between the two parties.

Key Operator Benefits

- Increased customer satisfaction and loyalty due to enhanced roaming user experience with lower costs
- New revenue streams from otherwise silent roaming users
- Handles roaming communications without any modifications for both postpaid and prepaid subscribers
- Applicable to subscription or event based business model
- USSD and SMS based cost-effective solution

Key Subscriber Benefits

- Easy-to-use service with seamless or USSD/SMS call connection
- Cheaper calls compared to direct calling from visited network while roaming
- Fast response time to service requests
- No activation required

* "Mobile Roaming: Regulations, Opportunities & In-flight Strategies 2014-2018", Juniper Research, March 2014



Sample Business Case for Roamers CallBack

- Case I:**
 Subscriber A of Home Operator travels abroad and registers with Foreign Operator. Subscriber A is informed of the roaming charges via a welcome message. Since the roaming charges are very high at 2\$/min, Subscriber A is less inclined to place a call (locally or back home) and keeps calls at a minimum with low minutes of use; at most 5-10 minutes/day. When subscriber A places a call, Foreign Operator gets 80% of the roaming revenue and Home Operator gets only 20% equaling to 0.40\$/min and at most 2\$-4\$/day.
- Case II:**
 Subscriber A of Home Operator travels abroad and buys a prepaid SIM card from Foreign Operator and pays 10\$ for the card and 10\$ for the credits. In such a case the total revenue goes to Foreign Operator and Home Operator gets no revenues.
- Case III:**
 Subscriber A of Home Operator travels abroad and receives a Bon Voyage message from Home Operator. The message informs Subscriber A of the Roamers CallBack service and provides the USSD code for the service and the cost of per minute calls. Since each call through Roamers CallBack is at 0.80\$/minute instead of the 2\$ costly roaming charge, Subscriber A is more enticed to placing a call while roaming and keeps calls at longer durations adding up to 20-30 minutes/day. When Subscriber A places a call through Roamers CallBack service, since USSD is free of charge, Home Operator collects 80% of the revenue - 0.64\$/minute and up to 19.2\$/day. Foreign Operator collects up to 20% of the revenue.

Subscriber A Traveling in Foreign Country *							
	Per minute cost of roaming call	Cost of prepaid Foreign SIM Card	Cost of Prepaid Credits	Maximum average call duration per day	TOTAL REVENUE	Home Operator Revenue	Foreign Operator Revenue
Case I – Roaming on Foreign Network	2\$	-	-	10	20\$	4\$	16\$
Case II – Buys Local SIM card and credits	-	10\$	10\$	-	20\$	0\$	20\$
Case III – uses Home Operator Roamers CallBack service	0.80\$	-	-	30	24\$	19.2\$	4.8\$

Roamers CallBack service gives Home Operator the most advantageous revenue opportunity.

**These revenue numbers would change according to roaming agreements between operators and zone tariffs for international calls.*

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