



NotifyMe

Key Operator Benefits

- Increases chargeable call minutes and voice revenue
- Captures additional service fee based on flexible subscription models and increases ARPU
- Cost-effective solution with lower CAPEX and OPEX that eliminates overuse of signaling resources and offers easy dimensioning
- Eliminates unnecessary network load
- 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. 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.

Call completion solutions (missed call alert, auto call back, voicemail) that ensure a subscriber knows when and who called them have a major impact on turning around missed call opportunities into new chargeable calls. In addition, solutions that inform callers of the availability of the called party not only drive call completion, but also eliminate subscriber frustration and unnecessary use of network resources due to repeated call tries.

Product Overview

Subscribers make calls because they need to reach a family member, a friend or a business colleague to simply talk or exchange important information. In either case, when the called party is not reachable (switched-off, out-of-coverage), subscribers tend to dial repeatedly that causes frustration.

Defne's **NotifyMe** solution takes a proactive approach to call completion and sends an alert SMS to the caller the moment the called party becomes available. It encourages the caller to try calling again at the right time with a single click.

The NotifyMe solution enhances the subscriber experience by ensuring that they reach the desired party with maximum efficiency and convenience. At the same time, it addresses called party privacy concerns through opt-in feature.



Key Subscriber Benefits

- Ease of mind in knowing the called party availability notification will arrive
- Increased productivity by eliminating unnecessary redials
- Enhanced service experience

Key Features

- Instant SMS notification when called party is available
- Service activation/deactivation through IVR, SMS or USSD
- Day/night mode selection that enables service turn off during 23:00 to 7:00
- Multiple subscription models: weekly, monthly or event based
- Multilanguage support
- Integrates with other call completion solutions
- Advertisement 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

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