



For Immediate Release

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Defne Enables Leading Mobile Operator in CIS to Launch Automatic Call Back Service

Defne Deploys its Auto CallBack Solution on its Innovative CollectCall Platform in a Leading CIS Operator Network

Istanbul, Turkey – February 12, 2015 – Defne (www.defne.com.tr), a leading provider of telecom solutions, software products and services for communications networks, is pleased to announce that it has enabled a leading mobile operator in the Common Wealth of Independent States (CIS) region and an acquired customer since 2012, to launch automatic call back service to over 14 million mobile subscribers on its 3G network. Defne's **Auto CallBack** solution was deployed on Defne's innovative **CollectCall** platform already active in the CIS operator's network.

Auto CallBack solution enables the mobile operator to capture revenue potential that would have been otherwise lost due to uncompleted calls resulting from cases where the called party is 'busy', 'unavailable (out of coverage or switched-off)', or simply 'does not answer'. Auto CallBack solution enhances service experience by eliminating loss of time and frustration due to multiple redials without any answer. It increases subscriber satisfaction by automatically connecting the caller and the called party as soon as both parties become available.

"We added yet another product, Auto CallBack solution, to the portfolio of call completion and management solutions we have provided to the leading CIS operator in the last three years. The expansion of the scope of products and services deployed by Defne is a testimonial of the operator's satisfaction and confidence in Defne's products and technical expertise," said Oguz Haliloglu, CEO of Defne.

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Oguz Haliloglu also commented, "Auto CallBack service enhances subscriber productivity and satisfaction. Thus, it has a major contribution in the increase of both subscriber loyalty and operator revenues."

The Auto CallBack service was initially offered to the existing CollectCall subscribers but the solution is designed with a capacity to support traffic from all of the operator's subscriber base.

From Central Asia to the Middle East, from Asia-Pacific region to Africa, from Europe to South America Defne serves its customers in various geographies. In addition to Auto CallBack solution, Defne also offers its customers CollectCall, PokeCall, MicroCredit (HotOffer) and Friend & Family solutions as part of its Converged CollectCall Suite and allows mobile operators to provide their subscribers with user-friendly services that increase the rate of connected calls on their network.

Meet Defne Executives at:

- Mobile World Congress 2015, March 2-5, Stand 5G20 in Hall 5, Barcelona, Spain

About Defne

Defne, established in 1996, is a leading global provider of telecom solutions, software products and services for communications networks. Defne's solutions enable network operators and service providers to monetize every potential connection beyond limits while enhancing subscriber experience.

Backed up with professional and managed services, Defne offers a differentiated portfolio of innovative call completion, messaging, mobile marketing, roaming, filtering, and OSS solutions. Today, more than 25 service providers across 20 countries serving over 500 million subscribers are driving revenue growth and increasing customer loyalty with Defne's solutions and services. Expertise on IN, IVR, and messaging combined with a wealth of skilled resources, allows Defne to provide reliable and scalable solutions that seamlessly integrate with existing customer infrastructure.

Headquartered in Istanbul, Turkey, Defne has offices in Dubai, UAE and New Delhi, India. Defne ranked in the Deloitte Technology Fast 500 EMEA and the Deloitte Technology Fast 50 Turkey programs in multiple years. For more information about Defne and its solutions, please visit www.defne.com.tr.