



# Call Completion Suite

## Key Operator Benefits

- **Drives Revenue:** Reduces Increases call completion and returned call rates to generate additional chargeable calls.
- **Reduces Churn and Increases Customer Loyalty:** Allows missed calls to be completed from a variety of user-friendly options. Enhances the subscribers' communications experience and increases satisfaction.
- **Intuitive:** It is easy-to-use and does not require comprehensive subscriber education. Reduces time-to-market effort.
- **Mass-Market Services:** Suitable for the entire subscriber base, both pre-paid and post-paid. Can also be integrated with mobile marketing services.
- **Reduces Cost of Ownership:** Feature rich, cost and resource effective solutions that improve network usage efficiency.
- **World-class Managed Services:** The solutions are backed-up with Defne's proven professional and managed services.

## Market Dynamics

*In a mobile network, voice calls and related activity make up more than 60% of total revenues. And yet, more than 30% of mobile-terminated calls are not connected because the called party is busy, is unavailable (out of coverage or switched-off), or does not answer the phone. To top this, the traditional voicemail services are not used due to cultural reasons or have lost their appeal due to cumbersome retrieval processes.*

*Increasing competition and new threats from OTT players require operators to effectively maximize their voice revenues and network usage. 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\*. Thus uncompleted calls represent a significant amount of missed revenue potential. Solutions that inform a subscriber when and who called them have a major impact on turning around these missed opportunities into new chargeable calls.*

## Product Suite Overview

Defne's **Call Completion Suite** enhances revenue potential by increasing the rate of connected calls while providing subscribers with user-friendly services. Defne's innovative Call Completion Suite boosts the number of successful connections by detecting and providing intelligent notifications of all failed, uncompleted call attempts to both callers and the called parties through SMS, IVR and USSD channels, and helps operators to capture new revenues from otherwise failed calls.

Built on open-standards, the Call Completion Suite offers a portfolio of feature rich solutions that ensure service continuity while enhancing subscriber experience. While driving new revenues through easy-to-use ARPU generating services of the Call Completion Suite, mobile operators can increase customer loyalty, and reduce time to market and total cost of ownership all at the same time. Furthermore, the Call Completion Suite can easily be integrated with mobile marketing services to offer mass-market mobile advertising channels for new revenue streams.

\* Based on experience with customer networks



## Key Subscriber Benefits

- **Easy-to-Use:** Offers user-friendly solutions that are not complex.
- **Enhances Service Experience:** Improves subscribers' ability to connect to desired parties at all times.
- **Increases Productivity:** Advises subscribers of all calls made to their handsets while they were out of reach allowing them to never miss any important calls. Eliminates time consuming retries.

## Products

Defne's Call Completion Suite offers the following solutions to convert uncompleted calls into revenue generating chargeable opportunities:

### Auto CallBack

Defne's **Auto CallBack** solution provides subscribers with the option of automatically calling a specific unreachable subscriber when he/she becomes available. Auto CallBack is user friendly and makes it easier for callers to connect with their friends, family and colleagues.

### NotifyMe

Defne's **NotifyMe** solution alerts the caller of the availability of the called party in real time. It provides the caller with an easy, redial option that encourages the caller to try and call again.

### Missed Call Notice

Defne's **Missed Call Notice** solution detects and captures every uncompleted call attempt and sends the called party an SMS notification on when and who called them as soon as he/she becomes reachable. Additionally, the solution can place a missed call on behalf of the calling party that appears on the called party's handset call history.

### VoiceMail

Defne's **VoiceMail** is a fully featured network-based voicemail solution. In addition to conventional capabilities, it provides on-the-fly voicemail box creation at first message deposit and temporary voice mailboxes for subscribers who do not have permanent ones. It delivers advanced notifications to the called party's handset and offers rich personalization options.

- **Visual VoiceMail (optional feature)**  
Visual VoiceMail is a smartphone application that offers subscribers easy access to their voice mailbox with a single screen touch. It enhances the user experience with quick callback and personalization options.

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