

# CALL MANAGEMENT

INCREASE CALL COMPLETION RATES



## MONETIZATION OF UNANSWERED AND INCOMPLETE CALLS

Network analysis has shown that around 30-40% of calls in network remain unanswered / incomplete in the network (thereby impacting the operator's voice revenues).

**Two major reasons** that result in incomplete calls in the network are:

- Unavailability of the called party due to mobile being switched off, busy, or beyond the network coverage area
- Insufficient balance with the Caller to make outgoing Call/send SMS

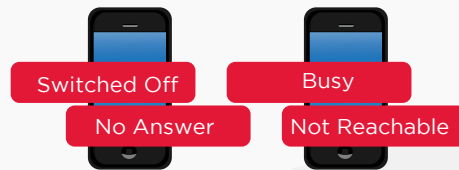
### INCOMPLETE CALLS IN THE NETWORK RESULT IN LOSS OF REVENUE

#### HOW TO PROTECT VOICE REVENUES?



*10-15% of calls in network, fail due to insufficient balance with the prepaid callers*

#### HOW TO CONNECTED THE UNCONNECTED CALLS?



*Approx. 20% of call attempts are missed due to out of reach situations, or phone being switched off*

**Need of the hour** is to have the right set of solutions to convert this lost opportunities into new revenue streams for the operators.

## COMVIVA'S CALL MANAGEMENT

Call Management consists of various innovative offerings that would strengthen the operator's voice offering and enhances the declining voice revenues

- Connecting the unconnected Calls through **Call Completion Suite**
- Driving revenue from low balance customers through **No Balance Suite**

### CALL FAILING DUE TO NOT REACHABLE, SWITCHED OFF, NO ANSWER & BUSY



#### Voice Call Completion (VCC)

Combination of Dynamic Voice Mail, MCA, Notify Me



#### Voice Mail System (VMS)

Allows depositing voice messages for unanswered calls



#### Missed Called Alert (MCA)

Alerts the called party about the calling party's missed call



#### Notify Me

Alerts the calling party when the called party becomes available in the network

## CALL FAILING DUE TO INSUFFICIENT BALANCE



### RingME

Sends Call-Back request dynamically when call fails due to insufficient balance



### Advance Credit Service

Credits balance as loan to subscriber's account during low balance situations



### Sponsored Call

Allows Subscribers to make free call for designated duration in return for promotions played to them



### Collect Call

You call and they pay. Lets the called person pay for the call charges

## BENEFITS

- Increases rate of Call Completion in the network
- Stimulates Network Usage
- Enhances Voice Revenues
- Improves Customer Loyalty
- Multiple applications on a single platform



**OPERATORS**

- Remain Connected to the Network all the time
- Simple to use services
- Wider Choice for Subscribers
- Improves subscriber experience with proactive services



**CUSTOMERS**

## OTHER CALL MANAGEMENT OFFERINGS

### SMART CONFERENCING

Hassle Free Conferencing  
No Bridge Calls. No Passwords.

### VYU CALL

#### Call Signature

A Status for your calls

### SMART CALL MANAGER

#### Call Screening

One stop management of your incoming and outgoing calls

### SECONDARY NUMBER SERVICE

One SIM. Two Numbers.  
Protect your Privacy

### USSD CALL BACK

International Roaming Voice  
Call Solution

### CONSENT GATEWAY

Taking the subscriber's consent needed for activation of any Value added service (VAS)

### ANONYMOUS CALLING SOLUTION

Hide/mask your number when making outgoing calls on per call basis

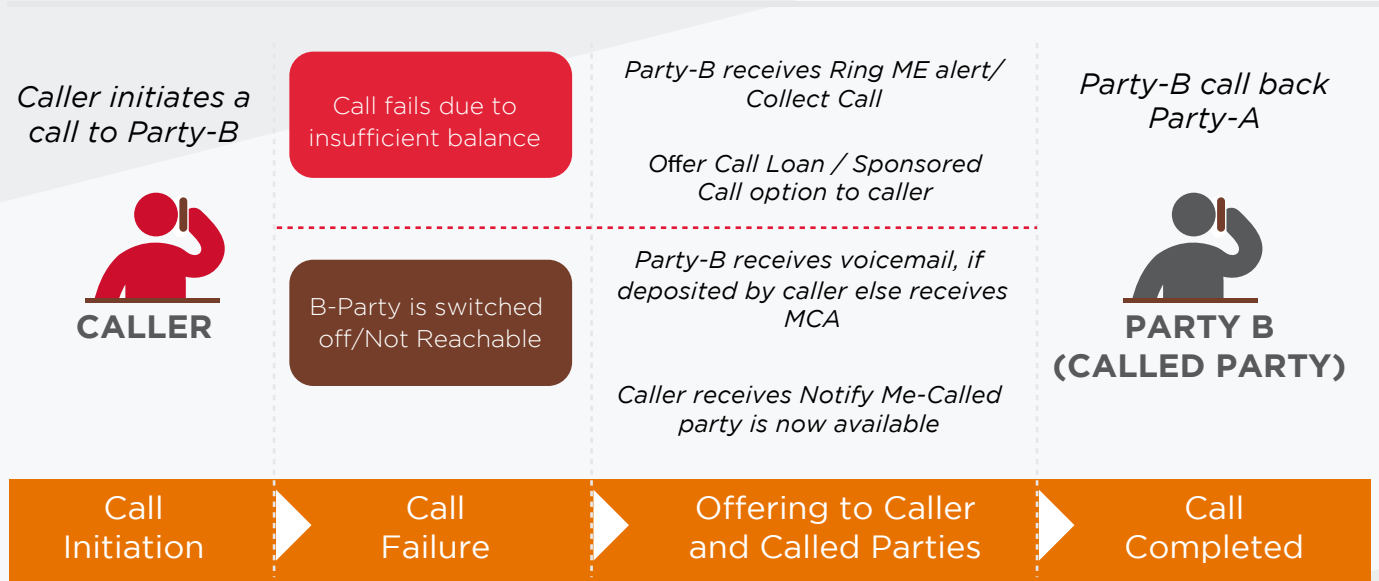
### DO NOT CALL

Block telemarketers calls

### Multi-Access

Allow subscribers to configure and link multiple numbers (MSISDN/Landline Numbers) to reach him

## HOW IT WORKS



## USPs

- **9+ billion** Monthly Calls handling
- **Footprints:** ME, SEA, Africa
- Serves close to **200 million subscribers** across operators
- Over **30 deployments** of Call Management worldwide
- **20+ Products** :Offers Multiple Applications on a single platform
- Highly stable solution with **99.999% uptime**
- Compliant with **2G/3G/4G networks**

Comviva is the global leader of mobility solutions catering to The Business of Tomorrows. The company is a subsidiary of Tech Mahindra and a part of the \$21 billion Mahindra Group. Its extensive portfolio of solutions spans digital financial services, customer value management, messaging and broadband solution and digital lifestyle services and managed VAS services. It enables service providers to enhance customer experience, rationalize costs and accelerate revenue growth. Comviva's solutions are deployed by over 130 mobile service providers and financial institutions in over 95 countries and enrich the lives of over two billion people to deliver a better future.

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