4N
TeleSoft
Smart Revenue Solutions For Telecom

Missed Call Solution

**Capture missed call information
and alert your wireless subscribers.**
Increase the number of returned calls to
create new revenue-generating opportunities.

Missed Call is a compelling solution that can increase wireless call completion
by capturing information about call attempts to subscribers when they:

• Turn off their wireless phones

☐ Travel out of their coverage area

☐ Experience other network conditions preventing call completion

When the subscriber becomes available, Missed Call sends a Short Message
Service (SMS) notification of the missed call and identifies the calling party's
telephone number. By pressing the SEND key, the subscriber can easily
return the call.

Benefits

☐ Creates revenue-generating
Opportunities at a low cost

☐ Increases airtime due to
Additional returned calls

☐ Gives subscribers control of
Their phone usage

☐ Deploys easily on existing
Messaging networks

☐ Simplifies ongoing operation
And maintenance through full
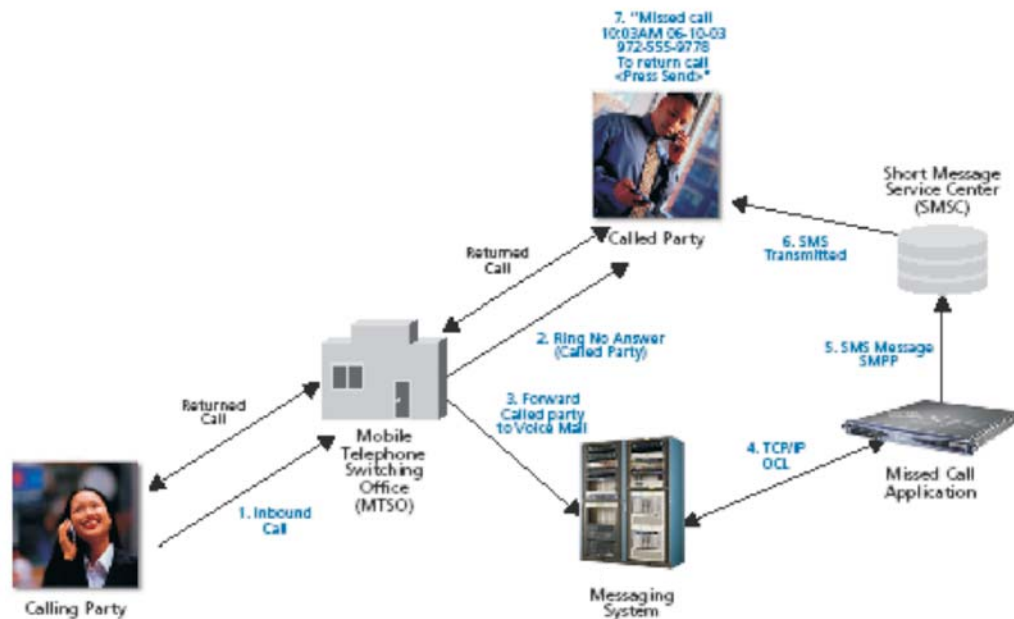Administration and reporting
Capabilities

Missed Call makes it easy to return missed calls

Callers often do not leave mailbox messages out of frustration or when
individual subscriber mailboxes are unavailable. In networks where the
calling party pays for completed calls, callers often choose not to leave
messages to avoid charges.

Missed Call provides better mobile coverage and augments the subscriber
mailbox by providing information on calls that never reach the mailbox.
Subscribers can conveniently return these calls by pressing a single button, so
Missed call can increase Average Revenue Per User (APRU) while it enhances
the subscriber mobile experience.

7. "Missed call
10:03AM 06-10-03
972-555-9778
To return call
<Press Send>"

Short Message
Service Center
(SMSC)

Called Party

Returned
Call

6. SMS
Transmitted

2. Ring No Answer
(Called Party)

5. SMS Message
SMPP

3. Forward
Called party
to Voice Mail

4. TCP/IP
OCL

Returned
Call

Mobile
Telephone
Switching
Office
(MTSO)

Missed Call
Application

1. Inbound
Call

Messaging
System

Calling Party

Subscribers are notified of a missed call via SMS so they can return the call by pressing a single button. This results in increased returned calls, increased APRU and greater customer satisfaction and loyalty.

For Enquiries contact

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