



# Intelligent Call Assistant Solution

Adds powerful roaming intelligence to your network to analyze and assist roamers with international dialing and increases number of completed high tariff roaming calls.

## Current Situation

Visitors make numerous dialing mistakes due to unfamiliar international dialing and language barriers. Statistics based on live services show that up to 60 percent of these calls are never re-dialed, which results in fewer completed calls and lost operators' revenue.

## Starhome's Solution

The Starhome® Intelligent Call Assistant® solution:

- Analyzes dialing mistakes
- Corrects calls via a global numbering plan and patented application logic
- Completes calls seamlessly

By completing more calls and improving the use of VPMN features and services, operators generate additional revenues and visitor traffic while addressing roamers' basic needs.

The patented Intelligent Call Assistant offers call completion for international roamers using a comprehensive database and special algorithms. Based on extensive experience and research, Starhome's service automatically corrects the most commonly made dialing errors (please refer to the table below).

With continuous post-dialing analysis, Intelligent Call Assistant can identify additional error patterns and make changes to meet operators' specific requirements.



## Benefits of Starhome's Solution

- Proven service
  - Regains lost revenue via increased call completion
  - Increases inbound roaming revenue by 2 - 5 percent
- Improves customer satisfaction
- Differentiator
  - Enables intuitive phonebook dialing
  - Increases network retention and makes network more attractive
- Fast implementation
  - Minimal changes to network
- Solution for all roaming communities:
  - Including growing prepaid segment
- Only solution with:
  - Global database support
  - 24/7 monitoring, support and quality of service (QoS)
- Fast deployment
- Fast time-to-market
- Fast return-on-investment

# Intelligent Call Assistant

## Key Features

- **Post-dialing analysis:** Starhome performs continuous analysis of all incomplete calls to identify additional error patterns that may be handled by the service
- **Global numbering plan database:** updates and maintains its comprehensive database, for both fixed and mobile numbering plans for all inbound roaming networks
- **Temporary SMS support:** flash SMS is sent to the user and displayed directly on the handset screen
- **Service quality assurance:** dedicated, 24/7 service monitoring ensures highest level of service

Roamers receive the assistance they need for international dialing in their native language, thereby improving their roaming experience and encouraging usage.

| International Dialing Error                 | Incorrect Dialed Number | Intelligent Call Correction                   |
|---|-------------------------|---|
| Missing + or 00 prefix before country code  | 44-208-123-4567         | <b>00</b> 44-208-123-4567                     |
| Missing country code                        | 0208-123-4567           | <b>00</b> 44-208-123-4567 (phonebook dialing) |
| Using * instead of + for international call | *44-208-123-4567        | <b>+</b> 44-208-123-4567                      |
| Using 0 area code prefix after country code | 0044-0208-123-4567      | 0044-208-123-4567                             |

## Flexible User Interface

Starhome offers flexible interface options. This feedback can be customized according to operator requirements, type of dialing error and subscriber:

- **Seamless Completion** - seamless correction and call routing
- **Intelligent SMS Notification** - personalized SMS with misdialed number and correct number
  - Option to press "send" to dial the correct number
- **Voice Interaction** - a native language IVR or prompt may be used as determined by the operator
- **Combination** - seamless completion, followed by a message describing the error for the user

## Additional Features

- **Implementation options**
  - Managed Service - 24/7 remote monitoring & management by Starhome
  - Standalone - service management & advanced provisioning tools
- **Solution for all roaming communities**
  - Inbound and outbound
  - Prepaid and postpaid
  - CAMEL and USSD
- **Call completion options**
  - Seamless completion
  - SMS with correct number
  - IVR
  - Combination of all of the above
- **Global database support**
- **Comprehensive international dialing plan and updates provided by Starhome**



## Starhome

Starhome® is a global leader in providing innovative, market-driven roaming solutions. Since its establishment in 1999, the company has grown and matured into an industry-recognized authority on roaming solutions. Leveraging its accumulated roaming knowledge to zero in on market needs, Starhome provides operators with innovative and lucrative management tools, making it the driving force behind roaming profitability. We have developed a comprehensive range of products and services that work in synergy to target market opportunities, spanning the full spectrum of roaming industry needs. Our industry-intelligent solutions strengthen your competitive edge in the constantly changing mobile market. Starhome's product portfolio serves each major aspect of roaming:

**Retail** products stimulate and increase roaming traffic and usability. For **Wholesale** requirements we offer powerful solutions to enable you to meet your business targets and IOT discount agreements. Our **Network Operations** offering includes solutions to optimize network efficiency, improve quality of service, and reduce cost of ownership.

Our service portfolio includes real-time, integrative roaming management and innovation tools -- working in collaboration with our product portfolio - that provide analysis, forecasts, simulations and recommendations, along with a current worldwide visualization of your roaming business. System tools provide real-time access to the information you need to maximize your business goals and strategies.