



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

Starhome's® 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,

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

Common Errors and Their Corrections

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

Intelligent Call Assistant can identify additional error patterns and make changes to meet operators' specific requirements.

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

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

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

Starhome

Starhome® is a field proven leader in roaming whose cumulative knowledge and expertise has made it the roaming partner of choice for mobile operators. Since its establishment in 1999, Starhome manages and maintains over 900 roaming solutions for over 178 mobile operators in 118 countries worldwide.

Starhome's solutions address all key

roaming requirements and target three distinct areas of activity at the mobile operator: **Retail** - Starhome offers seamless solutions to stimulate and increase roaming traffic and usability. **Wholesale** - our powerful solutions enable teams to meet their wholesale targets and IOT discount agreements. **Operation** - our mission-critical solutions optimize network efficiency and reduce cost of ownership.

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