

## Value-Added Services

# Missed Call Notifications



### KEEPING SUBSCRIBERS CONNECTED, EVEN WHEN THEY MISS THE CALL

Missed Call Notifications is a powerful solution for the network coverage blind spot that afflicts all mobile users. This unique premium SMS service captures attempted/missed calls when a mobile user is outside of the coverage area, busy or not reachable, and no voice mail is left. The system notifies the user via SMS

of who called and when. It also supports aggregated notifications, so a user receives only a single SMS text message when their phone becomes available. Missed Call Notifications also offers advanced features like Web access and seamless integration with our converged messaging and calling products.

The system notifies the subscriber of who called and when

- » Works with Any Handset
- » Drives Call Completion
- » Supports Notifications to E-mail, IM, SMS and MMS
- » Missed Call History
- » Supports Multiple Languages
- » Aggregated Notifications

### Driving Revenue Means Driving Differentiation

In the ever-crowded communications marketplace, it is easy to end up as just one of the pack. Maintaining a competitive edge over the competition is becoming increasingly difficult. The success or failure of new service offerings often depends on being able to demonstrate unique value to the end user. This is why uReach applications are designed to be flexible and highly customizable along many dimensions. From interfaces to feature functionality, the user experience can be tailored to address the needs of your target customer segments. This offers service providers the ability to develop new and revenue-generating service offerings that truly stand out from the crowd.

### Flexible Deployment Options To Supercharge Your Business Case

When it comes to launching new service offerings, service providers have learned that managing risk and cost is of paramount importance. uReach Technologies' ValueGrow<sup>SM</sup> - Value-Added Managed Services programs were designed with your business case in mind. This unique program offers service providers the ability to deploy our applications as managed services and transition them to licensed solutions at a later date. This flexibility helps speed new products to market while controlling costs and reducing risk. ValueGrow offers a seamless transition path from managed to licensed, which allows you to migrate your customers, their data and any application customization we've performed, without service interruption.

## Missed Call Notifications

### A Framework For Converged Services

The uReach Technologies Converged Services Framework (CSF) allows us to uniformly deploy our calling and messaging applications across fixed-line, mobile and broadband networks. This allows service providers to deliver service offerings that cut across the traditional telco verticals in order to deliver truly converged functionality to the end user. Our comprehensive service delivery framework is designed to provide highly scalable solutions that can be deployed quickly and economically.

### Built For A Better Bundle

The uReach Technologies solution allows fixed-line, mobile and broadband service providers to deliver messaging and calling services that cut across the traditional telco stovepipe verticals to deliver truly converged functionality to the end user. The result is greater overall customer satisfaction, improved loyalty and larger wallet share.

### Continuity During Transition

Fixed-line, mobile and broadband service providers can leverage our feature-rich, IMS-ready framework to replace aging or discontinued legacy infrastructure today and seamlessly transition our solution to their next-generation networks tomorrow.

### Experience That Counts

uReach Technologies has spent the past seven years developing and deploying converged calling and messaging solutions with some of the largest service providers in the world. This means our solutions are not only hardened, but refined and market ready. Our applications are highly usable and deliver unparalleled functionality to the subscriber.

### Key Features Include:

- » **Works with Any Handset**  
No special handset or phone client is required—Missed Call Notifications will work with all current mobile handsets on the market. It can also work with fixed-line phones.
- » **Drives Call Completion**  
Missed Call Notifications increases the likelihood that calls will be returned, driving call completion.
- » **Supports Notifications to E-mail and IM**  
Users can receive notifications to SMS, e-mail or IM—or all three if they choose.
- » **Check Missed Call History**  
Subscribers can check missed call history via SMS, Web, WAP, USSD, etc.
- » **Supports Multiple Languages**  
Subscribers can choose their preferred language to display missed call notification SMS.
- » **Aggregated Notifications**  
When a caller makes several call attempts, the subscriber receives a single consolidated notification, for less SMS clutter.



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