

## Overview

Netxcell Inbound Dialer is a customization of the Nexcell VAS delivery platform using which the customers can access variety of services that are offered over voice or video circuit based channels. For example it can be used as self-care solution for customers to self-provision suitable tariff offers, VAS schemes and subscription services being offered by the mobile service provider from time to time. IBD detects the type of customer calling and plays relevant menu options and also allows the customer to activate the offer as per his/her choice.

Netxcell's IBD platform is a voice and video delivery and discovery platform that acts as a gateway to the various Value added services like, jokes, ring tone, video ring tones etc that customers can avail by dialing a short code hosted at the IBD platform. Netxcell IBD is a module of a comprehensive Netxcell VAS delivery platform. This VAS delivery platform allows easy integration of various access and delivery channels like web, wap modules, a java, (V)xml based Application run time module, a network abstraction module that hides details of network and IT node integrations from applications, graphical service creation and work flow creation modules that make the customization and new application creation faster, a campaign manager platform that has a rich GUI based framework. Access and delivery channel modules make the telephony hardware details transparent to the application, thus removing the dependency on single vendor. This flexibility of architecture allows rich interactivity of applications and quick conversion of informational IBDs into a subscription or self-care like solutions.

## Features

- Supports ISDN and designed to handle large amounts of traffic
- Intelligent segment based approach

- Differentiation for postpaid and prepaid subscribers in IVR play options
- Multiple voice/video clips storage
- Carrier grade scalability and performance – Grows with the operator
- Intuitive GUI and based on VXML/XML core
- Ability to create intelligence like checking network for availability status of a number before initiating calls
- Ability to create USSD based triggers for creating promotions
- Ability to display real time usage information of the IBD channels
- Provides flexible web based MIS creation and delivery framework allowing easy customization of MIS reports and scheduling delivery of the same via web interface, email and sms alerts
- Provides graphical service and hardware level monitoring modules for ease of operations and troubleshooting.
- Roadmap for completely customizable reports available in real time: Q3 2011
- Roadmap for rules based customer usage analysis and subsequent information / delivery / discovery personalization: Q4 2011.

## Benefits

- Provides customer the ease of selecting and activation his/her suitable offer.
- Savings in expenditure in terms of reduction in manual intervention, cost per call and operational cost
- Increase in customer satisfaction leading to increase in retention rate, thereby meeting the business targets.
- Promotion of up-selling of new offers and services
- Increase in operational efficiency.