

## Overview

A cellular network is a radio network of cells known as the base stations. Each base station covers a small geographical area. Cellular providers group a number of these base stations together to optimize the among of signaling that takes place within the network this grouping is called a location area and is identified with a unique code in the network called the Location Area Code (LAC). Mobility across the cellular network is tracked in terms of the LAC changes that a mobile device undergoes as it moves around in the network and this information is communicated by the devices to the network using Location Update Procedures.

Insta Alert enabler provides the Value Added Service Platforms like Netxcell the change in the location of the subscriber as it moves around in the network ideally or making calls etc. The LAC code is then mapped to a location address in the area that gives the location of the subscriber that can be as accurate as 100 meters depending on the demographics (suburban / urban).

Insta Alert is made available as an enabler on the comprehensive Netxcell VAS platform. Making the applications running on various access channels like USSD, SMS, IVR etc become more effective in service personalization, benefiting from the location information that is available. An example of a more personalized campaign based on insta alerts can be a service that is a zero usage customer identifier and ties in with a promotional tool. The solution identifies zero usage customers and initiates a promotion to the customer of the latest benefits. The system is intelligent enough to identify when the customer latches/logs onto the network, hence providing the operator valuable information about sleeping customers and the churn rate. Information gathered through the system helps contact the customers either by an auto-dialer or a SMS, updating the customer about the latest service offerings. Netxcell's Insta Alert is the best tool to reduce the churn rate and increase the contact percentile.

Netxcell's Insta Alert uses mobile management CSI to identify when the subscriber longs on to the network. The system sends instantaneous triggers to either SCP or CSE. The system marks the subscriber for sending MAP notifications to the CSE whenever the VLR has any updates. The

system consists of a promotion engine that pushes either a SMS message or places an OBD call to the customer.

## Features

- Identify the correct location of the subscriber; it is possible to send location based promotional messages.
- Tracks the movement of the subscriber
- Runs multiple services for different set of subscribers based on the service key

## Benefits

- Increased Contact % and Conversion Rates from Zero Usage Base
- Optimum Utilization of Resources as Auto-Dialers need not be sent to Entire Low Contact Base.