

## Overview

Post Call Notification (PCN) is one of the relevant communication tool for which the inventory targets every prepaid subscriber within the network. The PCN service notifies the prepaid mobile users of their latest prepaid balance immediately after an outgoing call. The service sends the notification via a flash message so that message never gets stored either in phone or the SIM card.

This service helps mobile users keep track of in mobile balance and promotes to recharge / top up his credit. For the operator the opportunity is that, the balance notification message is read by all users and hence any communication which gets added to the footer of the balance message is also read, allowing widest acceptance. Hence it forms a strong inventory for putting operator promotions including recharges, value added service messages and 3rd party promotions.

Netxcell's Post Call Notification allows the operator to use the ad inventory generated and monetize them:

1. Prepaid & VAS Product Promotions to Segments
2. Operator Branded Promotions Increase Customer Life-Time Value
3. Inventory Sales to VASP for Promotions

## Features & Benefits

- Interactive Balance Notification for gaining subscriptions
- Multiple language options
- Campaign Management
- Segmented Targeting based on Netxcell's Lifecycle Management solution
- Sell slot based advertisement inventory to 3rd parties service providers directly or through Netxcell
- USSD PCN is the world's largest platform to reach out to subscriber as currently every mobile phone is USSD enabled – it has 100% penetration.
- USSD PCN targets end-subscriber in a very focused way via their mobile phone.
- Solution provides higher recall and readership rate compared to the Internet.
- It compels the subscriber to take action in order to enjoy subscriptions, thus increase in the success rates.