

Overview

Pre Call Announcement service can be used to play a service information announcement to the caller before the call proceeds in the normal manner. The announcement is a brief voice message used to promote a desired operator service to any caller based on certain set of rules which can be configured dynamically.

The description for the solution proposed by Netxcell is:

1. Netxcell PCA ISUP service node will be configured with all rules as required by the operator using the user friendly GUI. The rules can be modified dynamically on the fly anytime without impacting the service.
2. The HPLMN MSC(s) should forward all outgoing calls of the subscribers provisioned for this service towards the Netxcell PCA ISUP service node.
3. Netxcell PCA node will immediately analyze the CLI of the incoming call and matches it with the configured rules and decides whether to play an announcement or not accordingly.
4. Netxcell PCA node will fetch the announcement file and plays it to caller if it has to play the announcement.
5. Once the announcement is finished Netxcell PCA node will release the back to the MSC with a release code so the MSC clears the ISUP circuit with this node and take call forward for normal route.

Features

- Playing the announcement for first few of calls in day
- Playing the announcement for every alternate call
- Playing different announcements
- Playing announcement based on the time of day
- Playing scheduled announcements

Benefits

- Simple, flexible, and customizable solution
- Total network based service and works seamlessly with any handset
- Blacklist and white list Management
- Increased customer satisfaction