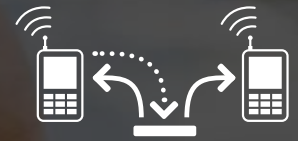


## CALL BACK (IVR, USSD)

DO NOT LOSE REVENUES — LET SUBSCRIBERS USE THE HOME NETWORK WHEN TRAVELING ABROAD



### WHAT IS CALL BACK SERVICE?

The Amdocs Call Back service enables subscribers to make calls using their home service provider when they go abroad. Generally, when traveling, subscribers make and receive calls by roaming to different international networks. With Call Back service, subscribers enjoy better call rates and avoid the cost of roaming by using a special access code to connect to their home network. By doing so, subscribers give an immediate alert to their home network so it could give them a call back with a dial tone to make calls to any destination. As a result, subscribers save money and carriers tap into a revenue stream that would have been lost otherwise.

### PART OF A COMPLETE SERVICE DELIVERY PLATFORM

The Call Back service is part of the Amdocs Service Platform - a unique service and delivery solution that includes the Value-Added Service (VAS) Portfolio. Ready to launch and at an affordable price, Amdocs VAS Portfolio creates new revenue streams for service providers while giving subscribers the functionality and service they want. In addition to the VAS Portfolio's out-of-the-box services, the platform also enables you to create, modify or add capabilities to any service you would like to operate.

### EVERYONE BENEFITS - SERVICE PROVIDERS AND THEIR CUSTOMERS

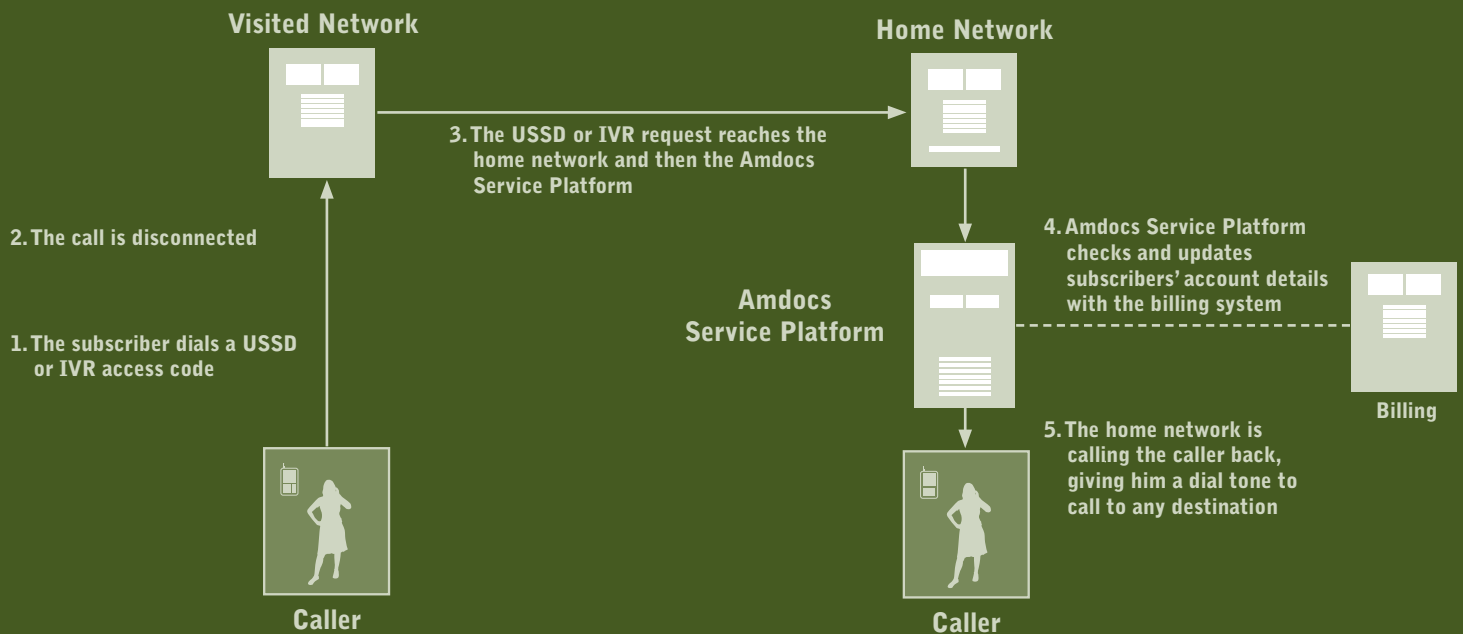
With the extensive experience and insight Amdocs has gained from partnering with service providers, we understand how to deliver maximum benefits to both you and your customers. Everyone wins with the Call Back service!

### SERVICE PROVIDER BENEFITS

- > Home service providers (mobile or wireline) capture new revenue streams instead of losing them to international operators.
- > The platform enables service providers to charge their subscribers for the trigger call (USSD or IVR) or offer it as a benefit to their customers and take the cost on themselves.
- > The service supports multiple call attempts in a single call-back session.
- > Ensures rapid time to market.
- > Operates over any network.
- > Supports both wireless and wireline, prepaid and postpaid subscribers.

### SUBSCRIBER BENEFITS

- > The services saves money spent on international roaming and call rates.
- > Supports multiple call attempts in a single call back session.
- > Several calls can be made without initiating another trigger call.
- > No need to purchase costly local SIM cards or mobile phones while traveling.



## HOW IT WORKS

- > The subscriber dials a phone number that is identified by the home network as a request to start a call-back session. This request is done using USSD access codes or Interactive Voice Response (IVR), managed by the service provider.
- > This initial or trigger call is disconnected either by the network or the subscriber. Immediately after the trigger call is disconnected, the subscriber gets a call back from the home network connecting to the phone number chosen by the subscriber, or giving the subscriber a dial tone to call to any destination.
- > Once the subscriber ends the call, he can use the call back service again to make another call or perform self-service requests, such as checking the cost of the last call or the entire balance.

## HOT FEATURES

- > The Amdocs Service Platform offers service providers two types of call-back for their convenience — Global Call-Back and Personal Call-Back:
  - Global Call-Back - generates one global call-back number, or one number per foreign country. The subscriber calls the designated number and is prompted to insert the number they wish to call. The home network then calls the subscriber back to begin the call.

- Personal Call-Back - generates unique call-back numbers per call. When a subscriber calls this unique number, the home network disconnects the trigger call and then calls the subscriber back. Service providers can use Personal Call Back to cover the trigger call costs, further encouraging their customers to use the service.
- > The platform allows service providers to decide which parts of the call subscribers will be charged for. This charging flexibility provides promotional options you can offer to your subscribers.

## NETWORK COMPLIANCE

<b>Multi-Protocol Support</b>	<ul style="list-style-type: none"> <li>&gt; All wireless and wireline protocols using IVR.</li> <li>&gt; USSD (for call-back requests in GSM networks).</li> </ul>
<b>Multi Service Interfaces</b>	<ul style="list-style-type: none"> <li>&gt; IVR and USSD for call-back requests.</li> <li>&gt; Web, SMS, USSD interfaces for self service.</li> </ul>

### ABOUT AMDOCS NETWORK BUSINESS UNIT:

The Amdocs Network Business Unit offers network-connected service delivery solutions specifically addressing the requirements and cost constraints of service providers worldwide. These solutions deploy quickly and enable operators to rapidly create, deliver and manage for innovative new services profitably, and with unmatched operational flexibility for true competitive advantage. For more information, visit [www.amdocs-network.com](http://www.amdocs-network.com)

### ABOUT AMDOCS:

Amdocs is the market leader in customer experience systems innovation, enabling world-leading service providers to deliver an integrated, innovative and intentional customer experience™, at every point of service. Amdocs provides solutions that deliver customer experience excellence, combining the software, service and expertise to help its customers execute their strategies and achieve service, operational and financial excellence. A global company with revenue of \$2.84 billion in fiscal 2007, Amdocs has more than 16,000 employees and serves customers in more than 50 countries around the world. For more information, visit Amdocs at [www.amdocs.com](http://www.amdocs.com).