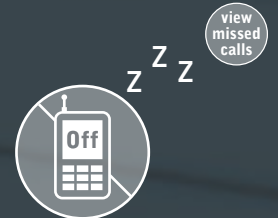


# MISSED CALL NOTIFICATION

## NO MORE MISSED OPPORTUNITIES



A substantial number of subscribers rely on their phone as a business tool. For these people, losing track of their calls can mean losing business and ultimately revenue. Missed Call Notification alerts mobile subscribers about calls they've missed while their phone was off, or out of the coverage area.

The popularity of Missed Call Notification with mobile subscribers is very high and rapidly increasing, because it responds to real business and personal needs. Your subscribers never have to miss an opportunity and neither do you.

Prepaid mobile subscribers can also benefit from Missed Call Notification. Those who exceed their account balance no longer need to miss calls until they've reconnected to the network, because this service allows all subscribers to view their missed calls — whether from customers, co-workers, friends or family - no matter where they are and no matter what the state of their account is.

### **MISSED CALL NOTIFICATION — PRE-BUILT FOR RAPID DEPLOYMENT AND IMMEDIATE ROI**

The Missed Call Notification service is part of the Amdocs Service platform and Value-Added Services (VAS) portfolio specifically designed for service providers. With dozens of out-of-the-box value-added services available, providers are set for quick service creation, rapid deployment to market and immediate ROI — all at an affordable cost.

Amdocs Missed Call Notification Service is flexible and offers the following configurable notification modes:

- > A single SMS notification per missed call listing the call records.
- > A single SMS notification listing for multiple missed call records.
- > Multiple SMS notifications listing multiple missed call records.

### **EVERYONE BENEFITS — SERVICE PROVIDERS AND THEIR CUSTOMERS**

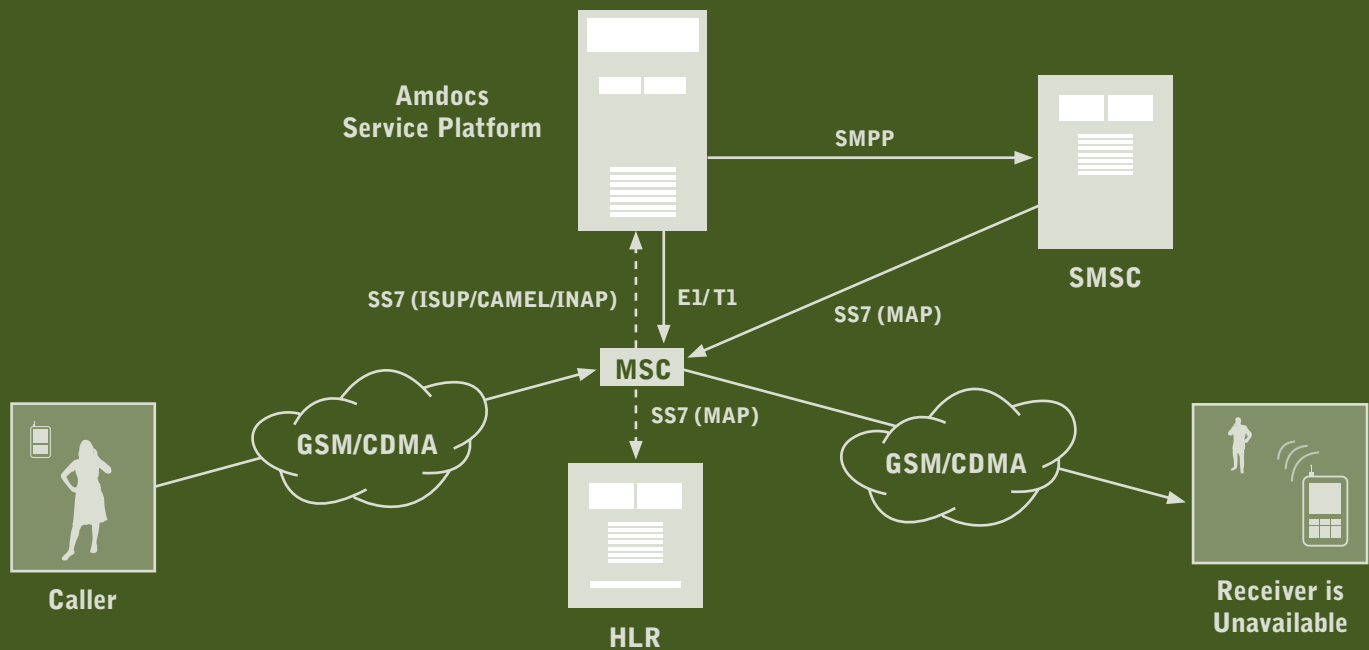
With the extensive experience and insight Amdocs has gained from partnering with service providers, we understand how to deliver maximum benefits to both you and your customers. Everyone benefits with Missed Call Notification.

#### **SERVICE PROVIDER BENEFITS**

- > Provides mobile network continuity while generating revenue. Subscribers return their missed calls.
- > Popular with subscribers and easy to use.
- > Gives you a competitive edge.
- > Rapid deployment to market.
- > Operates over any network.

#### **SUBSCRIBER BENEFITS**

- > Peace of mind at no extra cost. No need to worry about missed calls when unavailable or outside of network coverage.
- > Reliability. Subscribers can always respond to their callers or customers.
- > The service is not reliant on any other service being in place.



## HOW IT WORKS

- > The service uses the CFNA (call forward on no answer) to the Amdocs Service Platform.
- > Once the subscriber is disconnected from the network, Amdocs Service Platform plays a notification message telling callers that the recipient is unavailable, and collects records from the callers' CLIs.
- > Once the handset reconnects to the network, the Amdocs Service Platform sends an SMS to the subscriber, listing all captured calls and call records.

## NETWORK COMPLIANCE

<b>Multi-Protocol Support</b>	<ul style="list-style-type: none"> <li>&gt; ISUP to connect to the MSC/VM.</li> <li>&gt; SMPP to connect to the SMSC.</li> </ul>
<b>Multi Service Interfaces</b>	<ul style="list-style-type: none"> <li>&gt; Web and SMS Interfaces for self service.</li> <li>&gt; SMS and USSD for notifications.</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).