



## Collect Call

Keep prepaid subscribers always connected even when they run out of credit

### Key Benefits

#### Operator Benefits

- Attract new subscribers from your competitors' network
- Increase call completion and revenues
- Boost subscriber satisfaction
- Flexible deployment options
- Cost-effective expansion
- Gain a competitive edge over other players in your market

#### Subscriber Benefits

- Ability to make a mobile collect call from virtually any mobile phone; not a handset-dependant service
- Ability to make calls even when out of credit
- Higher control through blacklists and white lists

### Market Dynamics

Mobile operators are faced with challenges in growing their revenues in the face of increased competition. In order to face these challenges they look for ways to increase subscriber commitment as well as generate new and ongoing revenue streams.

Generally, mobile operators employ a charging system in which the prepaid calling party pays for the call made. As the amount of traffic increases, subscribers hope for a more flexible charging system with the opportunity of influencing the billing.

### Product Overview

Jinny's Collect Call platform offers the flexibility for prepaid subscribers to initiate and make calls even if they do not have sufficient credit to do so. With the use of one of the available interfaces, prepaid subscribers can initiate a call on behalf of the On-Net called party whether the called party is prepaid or postpaid.

Implementing a collect call service in your network ensures boosting call completion while guaranteeing your subscriber's satisfaction by offering a new service that aids them in generating more calls with the support of other subscribers' accounts.



## Key Features

### Subscriber's White & Blacklists

Subscribers are given the option to define their own blacklists and white lists through their mobile phones. Calling parties placed on white lists are automatically connected to the subscriber by bypassing the notification process. Calling parties placed on the blacklist will always be blocked from making collect call attempts to that particular subscriber.

### Reports and Statistics

Jinny's Collect Call solution generates a set of detailed analytical and statistical reports that reflect the overall use and performance of the system.

### Flexible and Personalised SMS alerts

The alerts sent to callers and called parties could be modified and personalised by you. You can choose the language and the content of the notification message and set it for all subscribers.

### Integrated SMSC

The Jinny Collect Call solution can interface with your SMSC to send all necessary SMS notifications. Jinny also offers an optionally priced integrated SMSC, which can do most of the things that a regular SMSC can do. In addition, it takes the load off your regular SMSC (that is typically used for peer-to-peer messaging).

### Intuitive and user-friendly administrator GUI

The administrator and the customer care operative can modify the subscriber-related information through an intuitive and user-friendly GUI. The administrator can set and modify the entire system configuration through this GUI.

## Collect Call Architecture

