



Missed Call Notification

Keep subscribers informed about their calls when they are unreachable

Key Benefits

Increase ARPU and message revenue

The conversion of all missed calls into potential billable revenue increases ARPU. An additional revenue boost can be sought from the steady stream of Missed Call Notification SMS traffic

Reduce churn through increased customer satisfaction

Provides transparency around all calls made to a subscriber's handset and facilitates call screening, leading to increased customer satisfaction

Improve productivity for business users

Productivity is enhanced by keeping business users advised of all calls made to their handsets when they are out of reach

Market Dynamics

In order to compete effectively, reduce churn and offer subscribers the new and exciting services they are seeking, operators are constantly searching for new offerings that will enrich the user experience and improve customer satisfaction.

Many calls can be missed when a subscriber's phone is out of network coverage or switched off. Although voicemail can help capture missed call information, callers often fail to leave messages – reducing the operator's ability to generate revenues from voicemail and return calls. Missed Call Notification helps operators overcome this by sending information on any missed calls to the subscriber and by sending the called party's availability to the caller. As a result, the subscriber knows who has called and when and receives all the information needed to return the call.

Product Overview

Missed Call Notification is a highly scalable solution addressing the issue of missed calls in a mobile network. With Missed Call Notification, an SMS can be sent informing the subscriber of the callers number and other information about the call such as date, time and the number of times the caller has tried to reach the subscriber. When the handset is reactivated or returns to a network coverage area the system will immediately send a notification of all missed calls to the subscriber.

Missed Call Notification is based on Jinny's Media Resource Server which is a next-generation middleware solution enabling you to add a number of other call completion and media products easily once you have made the initial investment. This allows you to share components, centralise functions and reduce complexity and costs while at the same time allowing you to introduce new services with a rapid time to market.



Key Features

Flexible Notification Messages

System notification messages can be configured to preferences. It can send one notification per caller or a single notification for all missed calls, which can also be configured to display the caller name. The system sends missed call notifications when the subscriber comes online.

A Variety of Notification Interfaces

Jinny Missed Call Notification can deliver notification through web, email or SMS interfaces depending on the subscriber's preference.

Availability Notification

The system can inform callers by SMS when the called party becomes available. This allows the caller to know when the called party is available without having to call again, minimises network load and improves call completion.

Integrated SMSC

The Jinny Missed Call Notification can be deployed with an optional integrated SMSC dedicated to sending notification messages, ensuring that the operator's normal SMS traffic is not affected by the extra load.

Provisioning Interfaces

Customers can subscribe to the Jinny Missed Call Notification service through its intuitive and friendly interfaces for self-provisioning, available through the web, IVVR, SMS or USSD.

Support for Mobile Advertising

Sponsored advertisements can be appended to the SMS notification. This allows the Mobile Operator to earn advertising revenue from this message space by selling it on to advertisers.

Missed Call Architecture

