

Nokia Siemens Networks Cost Tracker

– encouraging mobile phone use in New Growth Markets

Nokia Siemens
Networks



Nokia Siemens Networks Cost Tracker emulates an important aspect of old-fashioned public telephone booths that provided a shared terminal for the community with complete control over each call's cost. Instead of inserting coins, the user enters a simple command on the mobile to set the call's cost before it is connected.

Nokia Siemens Networks Cost Tracker is an innovative network-based function that easily and precisely controls the cost of individual prepaid calls. With a simple code added to the end of the dialled number, the user can limit the cost of a pre-paid call to any desired value.

Dialling 1234567#1*5, for example, connects the caller with number 1234567 for a duration equivalent to 1.5 monetary units. After the money is spent, the call will be cut off.

Nokia Siemens Networks Cost Tracker works with legacy devices and does not need special SIM cards. Nokia Siemens Networks Cost Tracker also works with Nokia Siemens Networks Prepaid Tracker, a function that gives subscribers information about their balance on screen at all times and without having to send a query.

Simplifies shared phone business

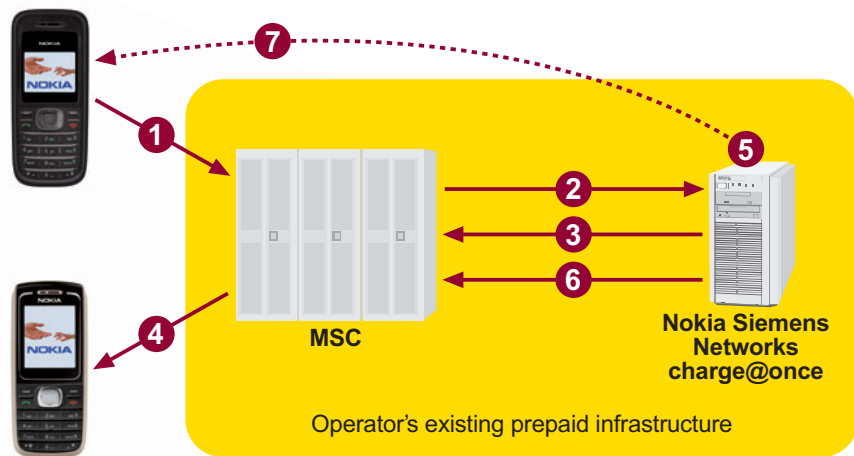
Nokia Siemens Networks Cost Tracker will appeal to operators that have a significant untapped potential in lower-income consumer segments, where shared phones are prevalent. Selling airtime and mobile phone use is a fast-growing business in some New Growth Markets (NGM), helping to spread affordable and sustainable mobile communications services.

Nokia Siemens Networks Cost Tracker brings a new level of transparency to shared phone transactions, which can be undermined by lack of trust, particularly in urban areas. The seller may not always trust the caller to pay, while the caller may doubt the accuracy of the payment they are asked to make.

The function solves the difficulty by ensuring that the correct costs are charged based on the actual tariff and before the call is made. The customer pays the amount that he or she wants to spend and the shared phone owner keys in the correct amount on the phone.

Nokia Siemens Networks Cost Tracker – the benefits

- Easy for customers to use and understand
- Encourages the spread of mobile telephony by removing trust barriers that may inhibit shared phone ventures
- Helps to boost operator revenues by overcoming the Cost Tracker concerns of users with lower budgets
- Offers operators a new revenue stream in its own right
- Works with all GSM phones and standard SIM cards
- Easy to implement without major investment
- Creates differentiation to help avoid churn
- 100% accurate Cost Tracker using the latest tariffs



Overcomes users' budgeting worries

Nokia Siemens Networks Cost Tracker also helps to overcome the fear that users with smaller budgets typically have of overspending on their mobile phones, which can be a significant barrier to mobile take up in NGMs. As well as giving users peace of mind on costs when using their phones, the function can encourage higher usage. Nokia research shows that in many NGMs customers often think that they're spending more than they actually are. Nokia Siemens Networks Cost Tracker helps users to understand better the cost of mobile calls.

Nokia Siemens Networks Cost Tracker also enables users to make the most of their spending on mobile calls because they know they have only a limited time available to them before the call is cut off. Furthermore, call investment is optimized, because there are no unused seconds when charging per minute.

More revenue for operators

Giving customers peace of mind on the costs of using mobile telephony, whether their own devices or a shared phone service, will encourage increased use. Operators will win more revenue by removing a significant barrier to new entrants and by boosting the amount of call traffic being generated.

Reduced churn is a further benefit. Customers who are comfortable with their mobile usage and provider are less likely to switch to an operator offering less effective Cost Tracker mechanisms.

Nokia Siemens Networks Cost Tracker could also be offered as a chargeable service, particularly to shared phone business owners, helping to generate a new income stream.

Easy and fast to implement

Nokia Siemens Networks Cost Tracker can be implemented with Nokia Siemens Networks charge@once platform, the cost-effective and flexible charging solution. No special SIM card or SIM card applications need to be developed. Furthermore, Nokia Siemens Networks Cost Tracker functionality can be licensed for use in any existing IN implementations that support the key functionalities of number analysis and handling of multiple accounts.

Cost Tracker is 100% accurate and uses the latest tariff schemes because the charging system controls the call drop.

Nokia Siemens Networks Cost Tracker – how it works

1. A call is established with a special Prepaid Call Control dial string, e.g. 1234567#1*5
2. The MSC triggers the call to the Nokia Siemens Networks charge@once platform, as with any other prepaid call
3. Prepaid service logic in the Nokia Siemens Networks charge@once identifies this as a Prepaid Call Control call based on analysis of the dialed number and instructs the MSC to connect the call to the number obtained by removing the #1*5
4. The call is connected
5. The prepaid service charges the call and simultaneously monitors the amount spent
6. If the limit is reached, the prepaid service logic instructs the MSC to drop the call
7. If Nokia Siemens Networks Prepaid Tracker is in use, the new prepaid balance is sent to the phone