

Call Answering

Call Answering is a call-completion application that provides PCS, GSM, and wireline (PSTN or VoIP) subscribers with phone-answering capabilities that ensure that they receive messages even when the subscriber is unavailable. Callers to phones that are busy, not answered, or out of the service area are routed to the Call Answering application and prompted to leave a message. Subscribers can then retrieve the message at their convenience. Call Answering makes sure your subscribers can get the message even if they cannot take the call.

Features

- Personalized name clip and greeting verifies to callers that they have reached the correct number.
- Simple, intuitive menu structure with single-keystroke commands.
- Message-waiting notification.
- Support for multiple languages.

Prospect Profile

Every telephony subscriber is a prospect. Call Answering magnifies the very reasons subscribers are attracted to telephony services: convenience, reliability, safety.

Benefits

For subscribers, Call Answering is a very economical add on that gives them a greater degree of control over their incoming calls—when they don't want to be disturbed, they simply turn off their phones and let the Call Answering application take a message. Plus, they never need worry about missing an important message. For service providers, Call Answering is a service differentiator that will help build customer loyalty and reduce churn. It also provides a stream of call-completion revenue for calls that would otherwise go uncompleted and unbilled.

Marketing Strategy

Bundle a free trial of Call Answering with every new subscription. Let the subscribers see for themselves how convenient and effective it is. You can also package Call Answering with premium subscriptions, so that the monthly service charge is waived for subscribers who contract for 250 minutes of air time per month. An aggressive marketing campaign could yield a penetration rate of 50%.

Revenue Potential

There are two ways to charge for Call Answering: a flat charge for the mailbox and message storage, and/or an access charge for leaving or retrieving a message. A flat charge of US \$6 per month with an access charge of \$0.25 is typical. In addition, the service provider recognizes revenue for the completed calls. 1,000 Call Answering subscribers who each receive 1 voice message per day would generate \$16,000 of revenue plus 40,000 minutes of air time per month. Assuming \$0.30 per minute, 1,000 subscribers could generate \$336,000 annually while 25,000 subscribers could generate \$8,400,000. Most service providers will create a rate package that combines some subset of these charges.

Assumptions

Messages per subscriber per day	1
Access transactions per message	2
Access transaction charge	\$0.25
Air time per message	1 min.
Air time charge per minute	\$0.30
Monthly mailbox service charge	\$6.00

SUBSCRIBERS	1K	25K	1M
Messages/month	20K	500K	20M
Access/trans./month	40K	1M	40M
Air time/month (mins.)	40K	1M	40M
Mailbox annual revenue	\$72K	\$1.8M	\$72M
Access trans./annual revenue	\$120K	\$3M	\$120M
Air time annual revenue	\$144K	\$3.6M	\$144M
Total annual revenue	\$336K	\$8.4M	\$336M

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