

# Voice Messaging

A Voice Messaging application, gives PCS, GSM, and wire-line subscribers a powerful, full-featured voice messaging system. It not only answers calls and accepts messages for subscribers, it allows them to respond to messages and originate messages to other subscribers. They can even broadcast voice messages to multiple subscribers.

## Features

- Reply to or forward voice messages.
- Multi-occupant mailboxes store messages separately for each family member or associate.
- Mailbox-to-mailbox messaging.
- Voice-message broadcast.
- Message waiting notification.

## Prospect Profile

Call Answering subscribers who want a more full-featured service may prefer the power and flexibility of Voice Messaging. This is particularly true of subscribers who use their PCS or GSM phone as their primary number. For example, mobile workers, who need to be accessible regardless of where they are, may publish their Voice Messaging number for use by customers or co-workers who need to reach them.

## Benefits

Voice Messaging gives subscribers a comprehensive voice-messaging solution for both their inbound and outbound messages. Its simple, intuitive interface encourages callers and subscribers to use the system. For service providers, Voice Messaging 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. It can help service providers penetrate new markets that might not be receptive to stand-alone cellular services.

## Marketing Strategy

Bundle a free trial of Voice Messaging with every new subscription. Let the subscribers see for themselves how convenient and effective it is. You can also bundle Voice Messaging and cellular service and market it to corporate customers as an executive communications service.

## Revenue Potential

There are three ways to charge for Voice Messaging: a flat charge for the mailbox and message storage, an access charge for leaving or retrieving a message, and/or a charge for message-waiting notifications. A flat charge of US \$7.50 per month with an access and notification charge of \$0.25 is typical. In addition, the service provider recognizes revenue for the completed calls. 1,000 Voice Messaging subscribers who each receive 2 voice messages per day would generate \$20,000 of revenue plus 40,000 minutes of air time per month. Assuming \$0.30 per minute, 25,000 subscribers could generate \$18,500,000. Most service providers will create a rate package that combines some subset of these charges.

## Assumptions

Messages per subscriber per day	2
Access/notify transactions per message	3
Access/notify transaction charge	\$0.25
Air time per message	1 min.
Air time charge per minute	\$0.30
Monthly mailbox service charge	\$7.50

SUBSCRIBERS	1K	25K	100K
Messages/month	40K	1M	4M
Access/notify trans./month	120K	3M	12M
Air time per month (min.)	40K	1M	4M
Mailbox annual revenue	\$90K	\$2.25M	\$9M
Access trans. annual revenue	\$360K	\$9M	\$36M
Air time annual revenue	\$288K	\$7.2M	\$28.8M
Total annual revenue	\$738K	\$18.5M	\$73.8M

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