

Press Release 07-2012

Real-time charging and policy control drives business growth

Astelit life:) and Orga Systems jointly present how to improve the customer experience

Paderborn (Germany), 7 February 2012: Asia is where the demand for content delivery is becoming strongest in the world. Service providers are looking to sustain growth and try to meet the ever increasing demands of the customers by readapting the businesses and creating new levels of operational effectiveness. Consequently, the interactive dialogue about explored strategies, ever-changing customer expectations and challenging network transformation needs will dominate this week's TM Forum Management World in Singapore. In a jointly presented case-study, Orga Systems, # 1 choice for real-time charging and billing and one of the Ukraine's leading operators, Astelit life:) will demonstrate how real-time charging and policy control ensure a maximized customer experience and significant business growth at the same time.

Decrease of customer complaints by 75% through outstanding services

In November 2010, one of the Ukraine's leading operators, Astelit life:) successfully launched Orga Systems' NGCP Next Generation Control Point for real-time data charging and service control. Within the only first month of its operation, NGCP served 3.92 million life:) subscribers, monitoring the subscribers' preferences, usage patterns and behavior. NGCP plays a great role in increasing life:)'s customer satisfaction index as it provides high accuracy in charging. The combination of performance and functionality makes the solution a unique instrument for achieving higher customer satisfaction with new marketing products and operational quality.

For example, after NGCP launch Astelit life:) managed to decrease customer complaint rates regarding GPRS charging by 75%. Exceeding life:)'s expectations, 250 services running at separated instances before, were ported to NGCP in less than 4 weeks.

At this week's TM Forum Management World in Singapore Orga Systems' CEO, Ramez Younan, and Ismail Celikkol, Deputy Director Service Network Astelit life:) will jointly present how operators in highly competitive markets can achieve significant business growth by ensuring a positive customer experience.

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