

Orga Systems.

#1 choice for real-time charging and billing

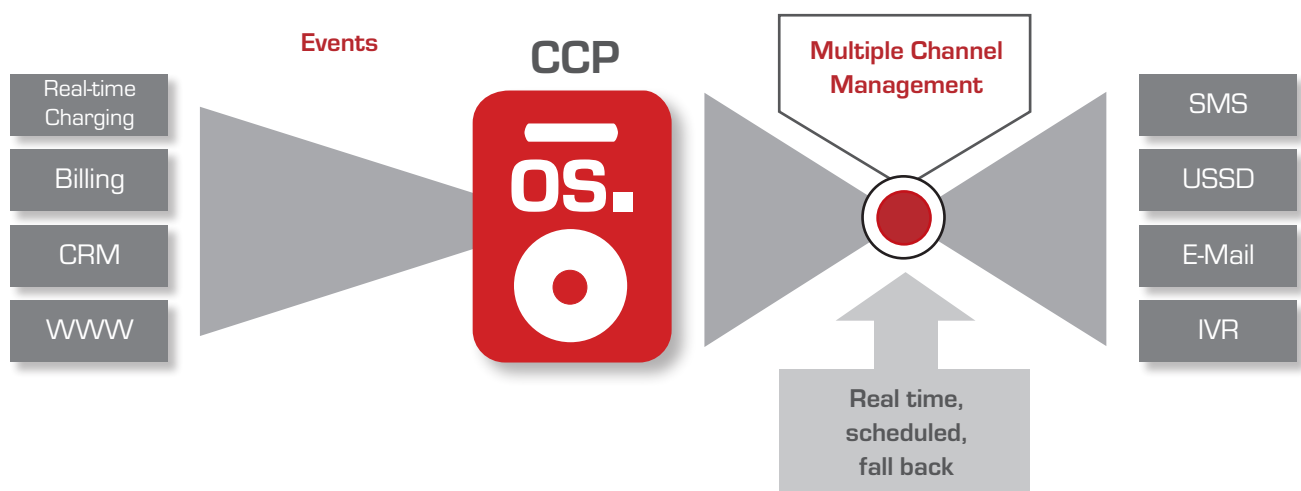


Customer Communication Platform
Intelligent Subscriber Notification



Differentiation and customer focus is crucial. More than ever, operators require an effective communication channel to effectively reach the subscriber.

Orga Systems' Customer Communication Platform (CCP) is the world's first system that provides seamless subscriber notification through perfect processing of different event sources. It operates across multiple channels to guarantee a fast and safe message delivery, allowing operators to create a closer customer relationship through continuous communication.



The system is built around a central hub that matches subscriber-related events and parameters to predefined notification messages. Additionally, CCP supports multiple communication channels for these messages, and allows control over their delivery time or time period. It is specifically

designed for integration in convergent networks – this makes it a valuable add-on for real-time charging and billing systems. Orga Systems' CCP gives the operator all the necessary tools to establish a closer and deeper relationship with the customer.

Boosts Marketing Promotions

— Orga Systems' CCP boosts the success of marketing activities and creates instant revenue opportunities. It is a powerful platform for mass marketing campaigns and highly personalized one-to-one promotions, e.g. happy hour promotions, individual anniversary campaigns, special roaming offerings and location based promotions.

CCP encourages spontaneous impulse buying and fosters cross - and up-selling opportunities - especially when customers are most receptive: just at the moment when they are "online" and when targeted offerings match their individual usage behavior. Therefore CCP takes advantage of its built-in real-time functionalities that fuel direct customer engagement.

Location Based Promotion



Happy Hour Promotion



Impulse Buying Information



Special Roaming Offerings





Today, the majority of operators plan to highly increase the amount of messages they broadcast. Millions of personalized notifications – usually including actual usage and balance information – have to be sent out in an efficient way. In this context, the high-performance capabilities of CCP play a vital role.

The solution offers dynamic transmission sequences with a configurable, automated selection of alternative delivery channels. In addition, individual messages in different languages or even dialects can be sent to specific subscriber segments.

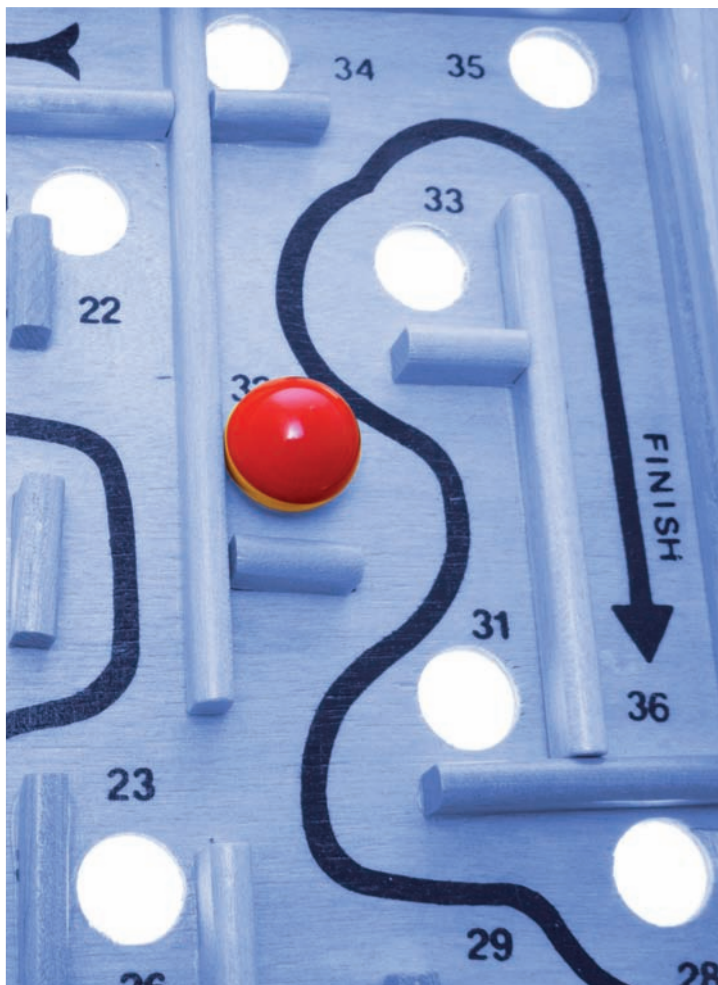
highlights

- Real-time customer information and notification
- Dynamic transmission sequences with an automatic selection of alternative delivery channels and individualized or group-specific messages
- Multi-delivery-channel support, e.g. USSD, SMS, IVR and e-mail
- Enables subscriber communication based on configurable rules, events, times or dates, combined with message load throttling
- Pre-integrated with all Orga Systems' products, perfect synchronization with Orga Systems' wIQ and OPSC® Gold
- Easy integration of billing, CRM, customer care or other delivery channels via standard Interfaces (XML, HTML, SMPP, LDAP)

Additional Notification Examples

— With Orga Systems' CCP, communication service providers can distribute messages and simple notifications when customers reach their credit limit, the provider offers new products or services, or when relevant account information is available.

Through its intelligent rule-based information handling, CCP informs subscribers about relevant information in real-time, thus giving them full control over their accounts. Integrated filter mechanisms help to assure the highest level of customer satisfaction.



Bonus Notification

A bonus is about to expire

A bonus amount is reached

Reload Notification

A reload is performed

The amount is about to expire

Spending/Credit Limit

Reminders and warnings

Credit limit is reached

Balance Notification

Subscriber balance change

Reminders and warnings

Call Notification

End-of-Call

Missed Call

