

Called Party Pays Services

A Telsis White Paper

Network Operators are facing increasing challenges in how to monetise their telephony services. Extra regulation is both increasing the demands placed on them and impacting their call revenues.

The mobile lifestyle is also changing how busy people want to handle how they receive their calls. People are free to move around and take calls wherever they are whether they're working, they're at home or at play.

This paper explores how Network Operators are able to use new, called party pays services to both generate new revenues and meet their customers' demands for flexibility over how they receive inbound calls.



What are Called Party Pays Services?

As the name implies, in addition to the person making the call paying for the call, the person receiving the call also pays a fee for receiving the call.

Why would people pay to receive calls? Because they can benefit from additional services. These could include not being tied to a single device (they can receive calls on their fixed line phones or their mobile) and being able to use easy-to-create rules to manage how they receive their calls – such as putting calls from important people straight through to their mobile or dropping calls from unknown callers straight to voicemail.

Why Offer Called Party Pays Services?

Network Operators are always looking for new services that can add value for customers and provide additional sources of revenue.

Customers will value a service that lets people call them on a single number and then has options to provide conferencing facilities including working out when then they are in meetings; dropping callers straight to a message taking service when they are unavailable (with the ability for VIP callers to break through to them as necessary).

Such services add value for the person receiving that call and help them to improve their lifestyle and efficiency.

What Do Users Want?

The demands of users are changing. They no longer want to be tied to a single telephone on their desk at work; they want to be contactable wherever they are. While for many users, simply providing a mobile number may be acceptable, there are often cases where it is preferable to provide a personal service number.

When thinking about a personal service number service, it is vital to consider what users want to do with calls that they receive. Users will typically want:

- **Flexible Routing** – Users want the ability to be able to route calls to their preferred location – their desk phone when they are in the office, their home office

phone when they are working from home and to their mobile when they are on the move. Their main concern is being contactable when they want to be contactable and having the control to let the telephony system take care of calls to them when they want some downtime.

- **Call Screening** – For many users, nuisance calls are a major source of annoyance. Adding measures to reduce nuisance calls and to create personalised blacklists and VIP lists will prevent unwanted interruptions and nuisance calls.
- **Ability to Record Calls** – For many the ability to record calls is an essential feature, both for regulatory reasons and so that they have a recording of what was discussed for future reference. While caller recording solutions for fixed line calls are widely available solutions that record calls delivered to mobiles are not nearly as common.
- **Voicemail** – For users it is important not to miss a call. Providing a voicemail service is essential for these services, however traditional voicemail services may not be adequate for today's lifestyle. Rather than tying voicemail to a particular device, it is more convenient if messages are stored in the cloud and accessible via an app or by email.
- **Call Logs** – Keeping a log of calls can be particularly useful for business users. They can use the log to see when they were called and log notes with the calls for future reference. Mobile phones offer a basic call history log which only lists calls to the device.



- **Conferencing** – Conference calls are an essential tool. Allowing callers to enter a private conference simply by calling the personal number removes the pain of setting up dedicated conferences and removes the need to remember separate details for conference calls.
- **Call Transfer** – Providing an easy to use call transfer mechanism allows users to transfer calls to friends or colleagues.
- **Secretarial Support** – While most business users want to manage their own telephony, there are still times such as when they are travelling or in a meeting, when they want other people to be able to take calls for them.
- **Competitive Call Rates** – Although all of these features may make the service compelling for users, if the price is not competitive then many users will choose not to take advantage of them. It is important that any services that are offered are priced competitively.
- **Multiple Devices** – Users don't want to be tied down to a single device. They need to be able to access their communications both in the office and when they are out and about. While users may be able to have a rich experience using an app where data is available, they still need to be able to access their communications where there is poor or no data service.

When offering such as service, it is important that calls made to users do not incur more cost than they would calling other people that do not use the service.

Despite bundling of call minutes, some people still perceive that calls to mobile phones are expensive and hence prefer to call fixed lines. Using fixed line numbers also provide benefits to small businesses, giving them an apparent local presence which many callers trust more than a mobile number.

Network Operator Challenges

Network Operators are currently fighting a battle on two fronts. Additional regulation is resulting in higher costs and lower prices and increased competition from alternative service providers is reducing their market share.

In the EU, Network Operators are facing issues of net

A Brief History of Personal Numbering

AT&T launched the first personal numbering service in 1991. This service, AT&T EasyReach allows users to provide a single number and then control where they received their calls. A similar service was launched in the UK in 1993. This evolved to become the 070 personal numbering services in 1995.

In the UK 070 numbers are legitimate numbers and are used as a 'follow me' service where calls are diverted from one number to another, so that the person being called can keep their own number private and remain contactable wherever they go. Small businesses and sole traders use them to make it easy to manage calls.

Unfortunately there have been barriers to usage for 070 personal number services. The 070 personal number range is often confused with the mobile number range. As a result people have been tricked into calling 070 numbers believing that they are mobile numbers, where in reality they have been tricked into calling a number with a high call termination rate.

Ofcom has tried to stop this type of fraud by prohibiting revenue-share services on 070 numbers and preventing 070 users abusing these numbers to make money.

The other main barrier to their usage is that 070 numbers are neither fixed nor mobile numbers and are not included in call bundles. From a business perspective it does not make good business sense to make their clients pay high call rates to contact them as it may cause potential clients to think twice and go somewhere else.

neutrality, harmonisation across territories and the abolition of roaming charges. Although these regulations are aimed at helping the consumer, the result is that Network Operators are being squeezed at both ends – they incur additional costs in meeting the regulations whilst at the same time facing reduced revenues.

Revenues are further reduced by the increasing use of alternative service providers (ASPs), such as WhatsApp, Facebook and Skype. Such services provide millennials with a quality of service which is good enough for them to use at little or no cost to them.

The services provided by ASPs use the Internet to carry their communications and often provide a good quality of service not only for local calls, but for international calls too. Back in 2013, it was reported that Skype was carrying over one third of all international calls and this was growing.

Many operators claim that they are innovating to address these challenges however for many, this innovation is limited to new pricing plans that look to attract subscribers with an ever greater number of call minutes and data allowance. Although such plans are attractive and allow operators to maintain their subscriber numbers, they do not offer opportunities to increase revenues.

In order to grow revenues, Network Operators must look to provide new services which their customers are willing to pay to use. These new subscription services open up new revenue streams and provide differentiation from their competitors.

Telsis Personal Service Numbers

Telsis Personal Service Numbers is a new telephony service aimed at busy people.

The service, which can be deployed on a normal telephony number, provides the user with flexible call routing, conferencing and a message taking service. Configurable via a web interface, the service puts users in control of how they receive their telephony. Unlike traditional personal numbering services, the service offers more than simply redirecting a call to the user's chosen destination.

Users are able to use time and day routing to route calls to their chosen destination. Each destination may be configured as a hunt group, so that calls are rerouted if they are not answered. Alternatively callers may choose to leave a message, or join a personal conference call simply by pressing a key once the call has been answered and the caller is being played a personal greeting. Users may also add personalised call screening which combines personal blacklists, VIP number and measures to prevent receiving nuisance calls.

Personal Service Numbers may be provided to customers for a monthly subscription and may be used to give small businesses a local presence in the areas that they operate.

The service may also be tailored to meet the needs of different markets.

WHY CHOOSE TELSIS?

Telsis is a leading innovator in telecoms service layer development, and has a wealth of experience in this area.

Founded in 1987, Telsis has been promoting service innovation to both incumbent network operators and other licensed operators for almost a quarter of a century. The Ocean range of Voice and Next Generation Products are in service with some of the worlds leading operator groups including BT, EE, Telefonica

and Vodafone as well as regional operators including EWE Tel, KCom, M-Net, and TalkTalk.

Telsis can help operators make the most of their investment by providing service development and migration consultancy, helping operators to move from TDM to NGN at their own pace in small, reversible steps whilst offering the same services across both technologies.

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