

CreaVoice Ringback-Tone

Personalized Ringback Tones for Everyone



What service can quickly be integrated by the network operator and offers customers a new kind of added value?

The Ringback Tone Service, a value-added mobile entertainment feature, offers a simple way of generating more revenue. It is already available in many countries around the world.

With the Ringback Tone Service, service providers can offer their customers an attractive new feature on their cell phones. The service opens up a new source of revenue and has already proved profitable for many cellular service providers.

Solution	Application	Benefits
> Personalized ringback tone instead of standard ringback tone	> Topical songs, gags, or other sounds are played over the standard ringback tone to create a personalized ringback tone	<ul style="list-style-type: none"> > Increased revenue > Innovative service > Support for flexible charging models

Advantages

Attractive new value-added service for all customers

Provider differentiation through innovative, personalized service

More revenue through flexible charging (one-off charge or subscription)

Convenient administration by customers via web, IVR, or SMS

Ringback Tone Service

CreaVoice Ringback Tone is a customized, scalable solution that enables customers to select their own ringback tone from various songs, gags, or other sounds. This is then played to callers, along with the standard ringback tone, while they are waiting for the recipient to answer their call. The service works irrespective of the caller's network provider.

Configuration by the Customer

The service is activated and configured by the customer via a web browser, by text message (SMS), or by interactive voice response (IVR). This also allows customers to vary their ringback tone depending on the caller, time of day, and date.

Distribution Models

The CreaVoice Ringback Tone Service can be marketed by cellular service providers independently or in partnership with content providers. In the latter case, the content providers with their web portals become a distribution channel, contributing to the commercial success of the new service, since the market penetration of competing content providers is rising markedly.

Charging Models

Customers are charged for the service according to one or more of the following costing models:

- > One-off setup fee
- > Monthly fee
- > Fee for each ringback tone activated
- > Fee for each change to personal ringback tone
- > Subscription models, e.g. five different ringback tones per month

Interfaces

The CreaVoice Ringback Tone Service offers interfaces for postpaid and prepaid billing, service setup, configuration by the consumer, comprehensive statistics, and a content provider interface.

Technical Information

Proven Carrier Grade VXML Media Server

Prepaid and postpaid billing interfaces

Comprehensive statistics

International installations for providers operating in multiple countries

Content provider interface

Customer-configurable via web, SMS, or built-in IVR



Certified according to DIN EN ISO 9001:2008 and ISO 14001:2004

Read more:

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