Dialogic® PowerVille™ CI - Call Interceptor

Dialogic's PowerVille CI - Call Interceptor is an intelligent solution that enables Network Operators to reach their intended subscribers with urgent messages in real-time. Used for a variety of applications (including collections, promotions, up-selling, and SIP voice mail notifications and announcements), when the subscriber makes an outbound call and a trigger has been set, the call is routed to PowerVille CI, which will play a message for the type of subscriber selected based on business rules.

Dialogic®
PowerVille™ **CI**

Features	Benefits
Message Delivery	Messages heard by all your intended subscribers
Real-time delivery	Enable urgent messages to be heard when you want them to be heard, in real-time
Advanced business rules	Set business rules based on subscriber's available data which you already have.
Personalized messages	Assign the messages to be played based on pre-defined business rules
Message delivery repetition	Control how often to play a message once a call has been intercepted
After delivery options	Decide call completion options: continue call, transfer to IVR, transfer to live agent

Sample Use Cases

Use Case 1: Collections

When it comes to revenue, businesses follow the "flow" of bookings to billings to collections; and the same applies to Network Operators. For businesses to maintain financial health, it is important to track these metrics closely — how much revenue has been booked, what monthly revenues are, how much revenue has been collected, and particularly, how much has yet to be collected.

Example:

If a subscriber is 15 to 30 days late in making a payment, a payment due reminder message is played before the call is completed. However, if the subscriber is more than 30 days late, a payment overdue message is played, followed by two options: 1) transfer to an IVR system and pay the past due amount with a credit/debit card, or 2) transfer to a live contact center agent for further assistance with payment.

Use Case 2: Promotions

Promotions are one of the core marketing tools used by network operators to minimize churn, increase subscribers, grow ARPU, and differentiate themselves. Whether it is upselling to a plan with more minutes, adding a new service (e.g., insurance, data, second line), or promoting a new product, successful promotions are ones that are actually received by the target audience, and which include a call to action.

Example:

Subscribers who regularly exceed the minutes on their monthly plans are candidates for plan upgrades. Playing a subscriber-specific promotional message before completing their calls means actually reaching this target audience in real-time, and giving them options (e.g., "*press 1 to upgrade, press 2 to complete your call*") simplifies the call to action, and increases ARPU.

Use Case 3: Notifications

The success of notification messages is based on two criteria: 1) the subscriber receiving the message, and 2) the subscriber listening to the message, both in a timely manner. However, this is no easy task as there is no way to ensure the subscriber actually listens to the message, unless the notification message is played when the subscriber makes a call.

Example:

When a subscriber misses a message notification, the chances of forgetting to check the message increases significantly. With the PowerVille CI, when the subscriber has unchecked messages, a reminder message with two options is played: "*You have four unchecked messages, press 1 to review your messages, or press 2 to continue with your call.*"

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