

Teligent Telecom uFLOW

The Teligent Telecom uFLOW application is an innovative Value Added Service which combines the traditional elements of telecommunication such as call control and routing with the latest subscriber-driven concepts of advanced visual messaging and smart-phone client control of services.

TARGETING THE SMART-PHONE GENERATION

With the increasing penetration of smart-phone devices operators are seeing an increasing demand for smart-phone based service control especially in the area of messaging through applications such as Apple iPhone Visual Voicemail and the OMTP standards-driven Android and Symbian VVM clients.

Whilst applications such as Visual Voicemail encourage the take up of smart-phones within an operator's network they do not allow the operator to add telecommunications value to the subscriber's experience. Common requirements such as do not disturb, call treatment based on time and subscriber situations are not covered. The subscriber still relies on the traditional methods of setting up diverts, setting the phone on silent, etc. without any homogenization with the visual messaging interface even though the subscriber requirements are clearly linked from a need perspective.

MOVING THE POWER BACK

Teligent Telecom's uFLOW concept is aimed at moving the 'power' of telecommunications back to the subscriber by providing a single interface and single work-flow experience to support the subscriber's need to control phone calls reactively according to their situation. The subscriber can 'silence' their

uFLOW Main Features

- Simple, fun service definition
- Blends traditional services such as voice calling, routing, SMS, MMS, voice messaging and find-me-follow-me
- Empowers subscribers driving service usage and uptake
- 'Sticky', personalised services to reduce churn and increase ARPU
- Fully customisable GUI
- Support for all the latest smart-phones

phone but allow particular calls through based on the calling number or even a PIN based identification.

Furthermore, uFLOW allows the subscriber to control calls on a time-basis changing the way calls are handled during lunch, outside of working hours and on the weekend, all through a unified and visual smart-phone graphical interface.

WHAT IS uFLOW?

The Teligent Telecom uFLOW application is a blend of traditional telecommunication services such as voice calling, call routing, call allow/barring, text and multimedia messaging, voice messaging and find me/follow me functionality blended into a single smart-phone GUI.

By empowering subscribers with the ability to control and shape their own incoming call and messaging services you can provide a personalised service which individual subscribers can shape to their needs rather than providing singular services which compromise functionality based on larger groupings such as business, personal, casual, etc. By encouraging subscribers to invest in your services you generate 'stickiness' which not only reduces subscriber churn but also provides avenues to generate, as yet, untapped revenue.

Learn more about Call Completion and uFLOW at www.teligent.se

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