

# Roaming

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Roaming services represents the most important challenge for operators around the world.

Mobile users need to stay connected whether they are traveling for business or for diversion, and no matter where they are. Moreover the high quality, increasing roamers satisfaction is the priority for an operator.

Mobile operators are faced with challenges in increasing their revenues in the face of increased competition that's why they must provide subscribers a performing roaming services with high level VAS to attract roamers "inbound and "outbound".

**Roaming solutions** suite by TRITUX is an intelligent messaging solution that facilitates the communication with the customer thanks to a "state-of-the-art" platform and provide intuitive, powerful, pinpoint control keeping more outbound roamers on visited network of your choice and retaining more inbound roamers on your home network.

A complete suite of Roaming Solutions that enable operators to analyze, understand, control, and enhance their roaming service is provided by ROAMING of TRITUX.



# Welcome SMS

Welcome SMS is the perfect solution for mobile operators to provide high quality service to visitors and abroad Roamers.

WSMS Enables mobile operators to send targeted and personalized SMS messages to inbound and outbound roamers based on a range of criteria (home or visited network , native language of the customer (...)) through an intelligent platform

## 3/ Features

### Dynamic Messages

- The solution provides custom content with the appropriate language for each roaming group (Inbound or Outbound) by country / operator, to target different international roamers
- The sending of SMS messages is predefined by the operator and sent depending on the context of the visit

### Fully configurable solution

- Handle multiple languages simultaneously without limits
- Manage the Black / White list to prevent visitors to receive
- SMS – Provides subscriber profiles segmentation

### Content settings management

Sender, validity period, content, ..

### Supports several types of messages

- Roaming tariffs and preferential offers (Voice, Data ...)
- Nice trip Message – Welcome Message
- HPLMN / VPLMN Weather
- Emergency service and useful numbers
- Services consulting (Change - Hotels - Car rental ...)

### Conform with international standards

- A platform that allows operators to rapidly launch new services without replacing existing architectures
- Easy to deploy solutions without impacting the operator's existing infrastructure
- Logical workflow
- Registration of international roamers after the location update (LU) via the SS7 network.

## Modules

Welcome SMS is composed by the following modules : Outbound roamer – output SMSs ; Valediction and Welcome Back Inbound roamer – Input SMSs ; Welcome, FareWall , Win Over and Win Back

## Advantages

### Operators

- Increase “Roaming” income when announcing your offers and promotions
- Increase the loyalty of your customers by showing that you care about them Minimize customer churning
- Easy to deploy (few weeks) and to integrate with other systems Solution without impacting the existing infrastructure among operators
- Persuasive messages for incoming roamers who left for others network Seamless integration with the operator's network

### Subscribers

- Simplifies and improves the Roamer's experience through services and innovative features
- Allows subscribers to better enjoy their mobile services, as they are aware of the costs of use

# BRC

Border Roaming controller

The Border Roaming Controller solution is used to identify and control the roaming traffic proactively at border where it is necessary for operators to provide flow control.

Allows an operator to retain its subscribers in its network when they are in border areas Identifies and control issues for better cost control and a better customer experience.

## Features

- ➔ Dynamic control of Roamers distribution
- ➔ Allocating costs and accurately manage the margins
- ➔ Exclude certain destinations and premium over taxed numbers
- ➔ Apply ZERO Roaming to specific subscriber groups
- ➔ BRC offer a capacity for careful monitoring and control of roamers in “zero roaming areas and regions”.
- ➔ BI to identify visitors to your network and areas where they are roaming
- ➔ Permanent revaluation to ensure that preferential IOTs are applied for visitors to your network
- ➔ Evaluation based on location
- ➔ Possibility of applying the zero control to specific groups of subscriber

## Advantages

- ➔ Ensure a “user-experience” copy
- ➔ Compliance with regulatory requirements for controlling or eliminating roaming charges, including the ability to provide audit files
- ➔ Application of location-dependent IOT to ensure that incoming roaming will not incur additional roaming charges in “zero roaming” areas
- ➔ If subscribers are in the “zero roaming fee zone”, the operator ensures continuity of service and domestic prices apply

# Traffic Steering

TS is a field proven and a fully functional roaming management solution intended for optimizing roaming cooperation between operators to allow powerful and flexible network selection management for outbound roamers stimulating ‘right’ roaming network choice for subscribers.

Tritux Traffic Steering provides to Roamers a solution to direct and guide them on a preferred network, ensuring the best quality of service with a reduced cost. It’s a smart application that allows dynamic control of the distribution of roaming and handset registration process.

Flexible roaming steering policies allow efficient influencing on roaming partners with a view optimizing roaming agreements and providing the required quality of service with a powerful profile management functionality.

Statistical subsystem accumulates all information related to roamers’ behavior and makes possible detailed and efficient analysis of this information together with roaming traffic structure using appropriate reporting tools.

## Features

### Provisioning Web-based Interface

Friendly interface for highly flexible way to customize the distribution of traffic roaming based on several criteria: (countries visited, visited network, subscriber profile, day of week, time of day ...) and manage black / white lists and other parameters

### Reporting

The solution allows at any time to have snapshots of the state of roaming in the preferred networks for each country separately or for all countries in a report.

## Advantages

- ➔ A Turnkey solution
- ➔ A fully hosted and managed solution
- ➔ Reduce churn and increase satisfaction levels of outbound roaming customers by offering high quality roaming experiences
- ➔ Minimize costs and increase the margin of Roaming
- ➔ Platform for quickly and efficiently launch different services
- ➔ Absolute control over the traffic costs of outbound Roamers
- ➔ Fully compliant with applicable standards and GSMA regulations
- ➔ Flexible network selection management in real-time mode
- ➔ Effective roaming traffic structure analysis
- ➔ Subscriber profile modification functionality
- ➔ API for integration with external platforms
- ➔ High throughput
- ➔ Real-time monitoring of service quality
- ➔ Increase your revenue because you can negotiate better rates IOT (Inter Operator Tariffs)

# BillShock

BSP allows the customer in local or in roaming to receive a notification following it's exceeding of a predefined threshold / quota to prevent large invoices.

When faced an unexpected high charge for data services, customers are likely to be in for a shock. They often contest the charges claiming they were not informed by the operator. Hoping to keep customer satisfaction and retention high, operators may end up waiving the extra charges and pick up the tab themselves, resulting in significant revenue loss.

This phenomenon has resulted in legislation and regulations to prevent bill shock.

Bill shock prevention service enables operators to notify roaming subscribers of data session costs in real time, and require that they acknowledge these charges before establishing a connection so the customers will feel more in control when charging schemes are transparent and known up front.

BSP will help to manage the spending and / or thresholds usage

based on pre-established policies. It Maximised brand loyalty by creating competitive differentiation and customer loyalty through avoidance of unexpected bill shock as a result of the real-time subscriber data usage awareness.

BSP Increased roaming usage by removing the threat of bill shock and offering subscribers the ability to manage and monitor their own data usage in real-time through the ability to set spend limits and notification thresholds.

In order to reduced an exposure to bad debt, Operators will be

able to inform their subscribers via SMS, emails alerts before exceeding pre-defined thresholds. A customer Care staff can also call subscribers that have reached their spend thresholds.

## Features

The operation of the BSP will be defined according to the network or international zones BSP is caracitized by :

- ➔ A management tool for optimal monitoring and management of VIP subscribers
- ➔ A Friendly interfaces for the real-time alerts
- ➔ An advanced reporting with operational interfaces
- ➔ A Dashboard dedicated to the prevention team
- ➔ A Highly reliable architecture to ensure the best service
- ➔ An Easy integration and deployment with other operator systems
- ➔ A Compliance with national consumer protection legislation.
- ➔ Through BSP, the subscriber can configure according to his needs:.
- ➔ The consumption threshold in terms of time, volume and currency limits
- ➔ Real-time notifications when usage limits are exceeded
- ➔ The start and end roaming limits within day, weekly and monthly.

## Advantages

### For Operators

- ➔ Increase profitability by educating users to access services and data roaming without the fear of unexpected costs
- ➔ Minimize the shortfall
- ➔ Avoid collection problems and unpaid bills
- ➔ reducing Customer Churn, and against fraud and malicious acts
- ➔ Allows to align with international regulations by supporting bills for mobile data Shock Prevention

### For Subscribers

- ➔ Eliminate the risk of bill shock
- ➔ Increase price transparency implying more confidence
- ➔ Subscribers become more informed when the actual use condition



# IRR

## Inbound Romaers Retention

Une suite d'applications innovante est conçu pour maximiser la rétention et la sauvegarde des Roamers entrant sur le réseau de l'opérateur Il s'agit d'une associations de plusieurs application (Welcome SMS & SMSC / USSD Gateway) pour communiquer des messages ciblés au Roamers entrants

## Features

It's a solution composed of a set of modules aimed at maximizing inbound roamers retention time and revenue. It includes

- ➔ USSD Menu for Roamers
- ➔ Inbound Roamer behavior analysis

## Advantages

- ➔ A Turnkey solution