



► Introduction

mFLIRT is a service, based on SMS and will be available to all the network subscribers.



► Product Features

- Subscriber will be provided with a list of keyword to perform the required functions
- Subscriber can set own nickname
- Subscriber can start and end the chat any time
- Subscriber can change personal profile any time
- System keep tracks of all chat and consider chat to be completed successfully, if message is not received from either party within 30 minutes of the last message received
- System generates alert SMS in the following scenarios:
 - a) Alert SMS will keep going in case there is no exchange of messages for the defined time
 - b) Once chat ends because of time out, alert SMS should go as normal scenario
- Push promotion SMS to all registered users based on the usage behaviour
- Based on the response sent by the subscribers to the questions, the subscriber's profile will be created which can be used for various purposes
- System keeps track of all messages sent for the required period of time to handle abuse cases.
- System provides a HTTP interface for Customer care purposes
- The following information is displayed on the screen
- System provides a HTTP interface for Customer care purposes. The following information is displayed on the screen:
 - a) Age
 - b) Gender
 - c) Nickname
 - d) Liking

▶ Product Offerings



Profile Change

The user can send age, gender, nickname and liking to the short code. If the user is already an existing one, the profile will be changed or else a new profile is created with a dummy nickname. If the request is for new subscription, subscriber will receive the message: You have been registered as BOY1982. To update the nickname send anytime NICK <nickname>. If the request is for profile change, the subscriber will receive the following message: Your profile has been updated. Enjoy chatting with the new profile.



Start Flirting

The user sends "FLIRT" as a keyword to start the session. The session will start after the user's profile matches as per the registration.



Reporting Abuse

In case the subscriber feels he/she is abused, then the subscriber can send a keyword "DITCH" to the system. The chat will be completed immediately with a proper message delivery to both the parties.



Set Nickname

To set the nickname, the subscriber can send a keyword "NICK" followed by <nickname> to the system. System defines the nickname as name sent and notify back, "Your Nickname has been updated as <name sent>"



Denying Buddy List

To set someone as buddy, the subscriber can send a keyword "FRIEND" followed by <nickname> to the system. The system receives the request and sends a message to the person identified by nickname to take the onsent.



Chat With a Friend

To chat with a buddy, the subscriber can send a keyword "CHAT" followed by <nickname> to the system. The system receives the request and then sends a message to the person identified by nickname to start chatting. If <nickname> is not found on the system, the message will be displayed as "<nickname sent> is not valid." Please check and send the right nickname or find one by flirting.



End a session

In case the subscriber wish to terminate a session, then the subscriber can send a keyword "END" to the system. The chat will be completed immediately with a proper message to both parties.

▶ Access Mediums

SMS

mFLIRT would be launched using this medium with the available short code. User would have to send SMS to the short code whenever he/she would like to flirt.

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