



USP (Universal Subscription Portal) empowers the customer to explore and choose on VAS services with ease and simplicity in real time. It is a wonderful platform that allows the user to discover all the existing VAS service and choose the service as per their liking.

The popular services under USP option can be

- CRBT
- Missed Call Services
- On Demand Services
- Chat
- Cricket Alerts
- Astrology
- Phone Backup
- News / Devotional alerts / Jokes / Sports Tips
- Others

How it works

The service is easy to use; a user can discover a VAS service using a single short code and making the service very easy to use.

To activate a service the customer sends SMS or dials USSD number or calls IVR at a specified number, and then the service checks for all the subscription services not subscribed by the customer & present those services through an interactive menu with numerical replies.

If the customer wants to deactivate a service then the service checks for all the services subscribed by the customer & present them to the customer for further action.

Product offerings

USP Service allows the user to share, recommend and exchange VAS services among themselves and hence helping in new customer acquisition by way of sharing and recommendations.

The service helps in increasing usage and retention base as any service request on any platform can be monitored through this portal and one can design the customer usage based promotion plans hence making best use of effective CRM techniques.

USP also helps in customer service delivery as it acts as self care customer management portal and helps in close looping with customer for any request through the system.

This service supports the natural text language – subscriber texts anything and gets relevant menu and helps, hence converts with zero leakage.

This service supports Interactive messaging platform which helps you do online campaigns, create contests and launch interactive services on USSD & SMS (session based).

System can integrate with existing CRM and BI tools to make profiling and service uptake based recommendations and hence helping in overall customer loyalty management.

This service is available for both GSM and CDMA users.

Access medium

- SMS
- USSD
- Web interface
- IVR

System configuration

The system can run on the following hardware configuration or equivalent.

CarboServe

Specifications: Intel based Dual core servers 3.6 GHz CPU with 4 GB RAM, 144 GBx2 HDD onboard, dual High Speed SCSI adapters to external storage or equivalent servers like x3650

Web Servers

Specifications: IBM Blade Center Single Xeon 1.6GHz Blade with Single/Dual core with 2 GB RAM, 73 GBx2 HDD onboard or equivalent servers like x3550

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