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## Telestet Prepaid

Telestet prepaid solution provides rapid time to market, scalability, and flexibility for new services.

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Markos Kaisarlis  
Director GSM Services Department  
Telestet

Telestet was the first operator to offer a mobile prepaid service in Greece, launching the B Free service in 1997. B Free went live within one month of installation, achieving its annual subscriber growth target in just three months. B Free has continued to develop dramatically and, appealing strongly to the youth market, subscriber figures have grown at more than 100% each year. It has progressed significantly beyond the initial service goals of offering subscribers the benefits of being free of bills, fees and contractual agreements. In order to maintain the loyalty of the 1.3 million subscribers on the B Free service and its market share of 32%, Telestet is focusing on developing the prepaid service to make it even simpler and easier to use than ever before.

### **A Changing Marketplace**

Telestet is one of three leading GSM operators in Greece, offering both a postpaid and prepaid service. The region’s prepaid market has exploded over recent years, with new players competing for market share. Subscriber loyalty is one of Telestet’s most important priorities as an incumbent operator in a market with almost 70% mobile penetration. Telestet believed that the only way to keep its market share was to be able to offer a differentiated prepaid service that met the increasingly sophisticated demands of its subscriber base.

The flexibility of the Intervoice architecture has meant that the same platform can be used to offer a range of value-added services to Telestet's B Free subscribers.

When Telestet first sought to implement a prepaid service, it looked at a number of solutions and the ability of these solutions to meet three important criteria:

- Rapid time to market in order to be the first operator in Greece to offer a prepaid service
- Scalability to cater for significant future growth
- Flexibility to allow new services

Intervoice's system was chosen by Telestet based on its ability to offer the greatest value against the three essential selection criteria, and it offered a flexible architecture and distributed call handling capabilities that complemented Telestet's installed network infrastructure.

The scalability of Intervoice's platform allowed the unexpected high take-up of Telestet's new service to be easily accommodated with extensions to the system achieved without any compromise to the service offered to subscribers.

The flexibility of the platform also enabled the quick service deployment that was a priority for Telestet. Markos

Kaisarlis, director GSM services department of telestet said, "It was because of Intervoice's proven technology and their existing partnerships with key technology suppliers that we were able to initially launch B Free so fast, and they have continued to excel in the service they offer us."

B Free was developed as a straightforward, prepaid system that offered an effective opportunity for Telestet to secure and grow its market share, whilst prepay remained a new concept to the public.

B Free is available to users as a complete package containing a ready-to-use handset and complementary credit amount. In line with Telestet's prepaid strategy to simplify the subscriber experience, it was the first operator to offer a prepaid service with automatic activation, where a call was not required to initiate the handset. Today Telestet's Free2Go package is truly ready for use as soon as it is purchased.

When credit runs out, B Free "scratch cards" are widely available from retail outlets. Remaining credit can be

checked at any time by dialling a short code number, but the Intervice system will also deliver a whispered message when credit is close to expiry. This gives complete control to the subscriber.

To support Telestet's prepaid service, Intervice also provided a subscriber care facility. This gives agents efficient access to data for subscriber registration and ad-hoc enquiries. It also post-processes call and subscriber records and aids financial and planning decisions.

#### **A Differentiated Service**

The service is now a vital part of Telestet's plans to stand apart from competitors with more than 1.3 million subscribers currently on its prepaid service. By offering differentiated services to its subscriber base, Telestet can remain competitive and substantially increase turnover and profitability by:

- Promoting subscriber loyalty with more flexible options
- Providing differentiated billing services based on subscriber needs
- Offering bonus facilities such as free airtime based on usage levels

Julio Mamaletos, Telestet's consumer offer senior manager—marketing, was pleased with the speed with which the Intervice platform was implemented and its ability to meet the needs of niches in the Greek mobile phone market. As Mamaletos commented, "Intervice's flexible platform has allowed Telestet to quickly adopt a unique brand and service in the Greek market."

#### **Flexibility for the Future**

The flexibility of the Intervice architecture has meant that the same platform can be used to offer a range of value-added services to Telestet's B Free subscribers. One of these services soon to be available is a unified messaging service allowing subscribers to access their voice, email and text messages regardless of the type of device they are using. Looking to the future, Telestet are introducing an IN-based, international roaming interface also using the Intervice Platform (CAMEL 2 technology).

This CAMEL 2-based technology will allow callers to be presented with the same look and feel to their prepaid service when they are abroad as they receive at home.

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**About Intervoice**

Intervoice is a world leader in unified communications, powering millions of customer interactions every day. Since 1983, our standards-based IVR/voice portal and IP Contact Center solutions have ignited customer loyalty for the world's leading banks, communications companies, healthcare institutions, utilities and government entities. Our proven IMS-ready multimedia messaging, call completion and payment solutions fuel revenue growth for the world's leading service providers.

With more than 5,000 customers in 75 countries and an extensive channel partner ecosystem, we have a proven track record of helping organizations meet or exceed their business and customer service goals. How can Intervoice help you? Visit [www.intervoice.com](http://www.intervoice.com) for information.

