

Online Pre-Paid Service uses Web 2.0

Background

Zamir Telecom is a Pre-Paid operator in London with a wide range of services mainly targeting the south Asian communities. The services use Zamir's 'Simple Call' brand which is well established in the market. In order to stand out in the fiercely competitive UK Pre-Paid market Zamir rely on innovative products and a completely honest, transparent business model.

WTL Solution

WTL worked closely with Zamir's developers to allow a sophisticated set of web-based services to be created. Zamir use WTL's Soft IVR – a flexible, high-reliability SoftSwitch and the associated SW Admin billing and customer management system.

Customer sign-up, online payment and account history are all handled by Zamir's easy-to-use web site www.SimpleCall.net. Real-time customer authentication, balance checking and call routing are done by the Soft IVR.

Web 2.0 enables customer 'Self Care'

The challenge for Zamir was to create an attractive, compelling set of services for their customers whilst keeping operating costs under control. The solution was to employ the latest e-commerce techniques and integrate this tightly with the WTL Pre-Paid platform. Zamir created their web site to provide a friendly customer front-end. Behind this, data is passed to the WTL switch using the SW Admin Web API. Leveraging Web 2.0 technologies this API is implemented in the form of a SOAP server, conforming to the SOAP 1.1 standard.

A number of useful functions are offered including: Create New Company/Agent, Create New Account, Add Balance and Get CDR. This API enables Zamir's online sign-up process and integration with online payment systems. Multiple payment services are offered including all major credit and debit cards, PayPoint (the payment card operated by the UK Post Office) plus Google and Paypal checkout. The API also allows Zamir to give customers a web page with their account summary by requesting from the switch the live customer information like current balance, payment record and recent calls.

The API has proved easy to work with and very reliable in operation. 1000's of customers have signed up via the SimpleCall web site and the SW Admin Web API is handling 100s of transactions per hour.

A Range of Pre-Paid Products

One of the great strengths of the WTL platforms has always been their flexibility. Zamir have taken advantage of this to launch a range of products all hosted on the same WTL Soft IVR VoIP switch. At present this includes a PIN-based residential service, PC-based softphone and web phone services and a range of Own Brand calling cards created for clients like shops and other small businesses. Another popular product is the 'Direct Service' which maps a UK number to any worldwide number. This allows customers to call this number at normal UK rates.

All of these services are provisioned and managed via the Zamir web interface and are rated and have their pre-paid element controlled by the WTL switch.

'Our strategy has been to use VoIP wherever we can,' explained Managing Director Naufal Zamir. 'We have 1 VoIP carrier for the collection of our calls and then the WTL switch least-cost-routes to

direct routes or one of 3 outbound VoIP carriers. We do not need dozens of carriers because our focus is on quality not chasing the rock-bottom lowest per minute rate.'

WTL's Business Development Director, Simon Pearson, commented, "This is a great example of the range of services that a creative customer can host on a WTL Pre-Paid platform. The degree of customer self-care is impressive and reduces the support costs for Zamir. Selling services direct to the customer like this is also smart because it cuts out the distribution costs that usually go along with Pre-Paid products."

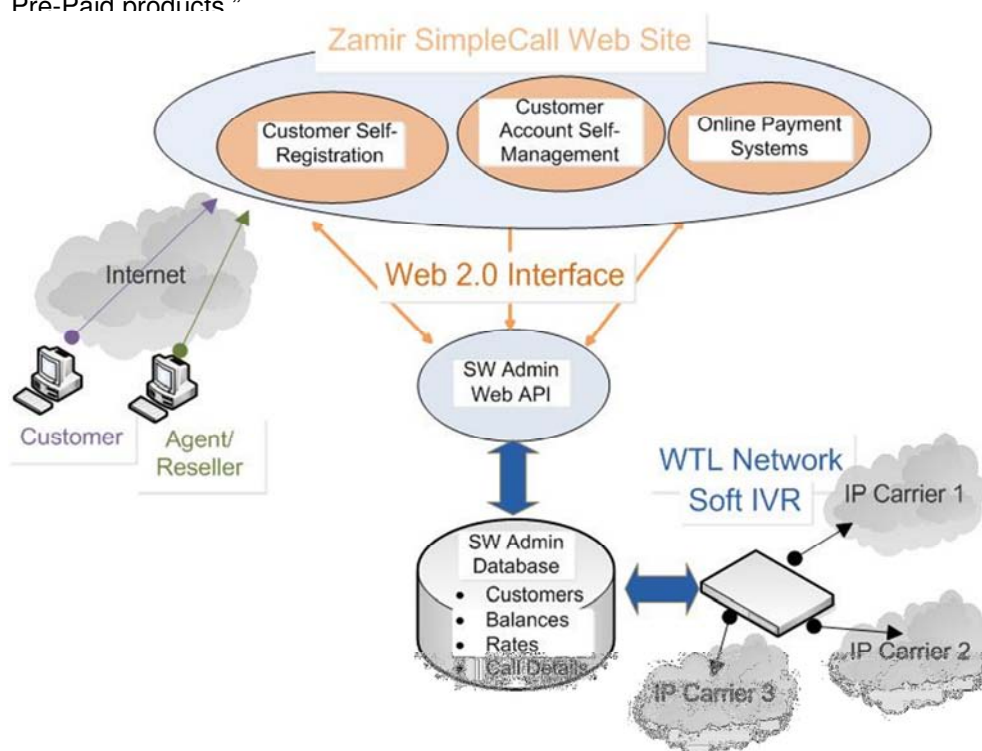


Figure 1: Web-enabled Pre-Paid services

About Zamir

Zamir Telecom is a global VOIP solutions provider. The primary business includes A-Z termination services, PSTN & multiplatform networks, retail & reseller solutions for VOIP services and providing P2P network connectivity over International Private Leased Circuit [IPLC]. White / legal termination destinations include UK, Bangladesh, India, Pakistan, Egypt, Uganda, Nigeria, South Africa, Turkey, Canada, USA and 20+ other destinations. We provide tailored retail solutions including web and e-commerce provisioning. Wholesale / Retail Direct Inward Dialing [DDI] numbers are offered for more than 50 destinations worldwide for calling cards access and private usage.

Company Information: www.zamirtelecom.com SimpleCall product information:

www.simplecall.net

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Changing the Way the World Communicates

About WTL

World Telecom Labs is a Belgium-based company which has long been a leader in the provision of VoIP switches, Pre-Paid applications, and signalling gateways for emerging carriers and telecom service operators. WTL has an installed base of 100,000s of voice ports with service providers worldwide switching billions of minutes of VoIP traffic using WTL equipment. For more information about WTL and its products, please visit www.wtl.dk or email sales@wtl.dk.