

*mobile pioneering
sicap – simply your solution*

Pay4Me

Sicap's Pay4Me is an innovative solution to everyday prepaid credit problems. Easy to use, Pay4Me is available to all end users on the same network or partner networks, on all phones, from any location, even when the person has no credit.

The service is popular among anyone encountering a credit shortage, as well as family members, close friends and employees. Pay4Me helps connect people, while building loyalty.

Sicap's Pay4Me offers you:

- Greater customer satisfaction and retention
- A new, sustainable revenue stream
- Seamless integration with existing network and back-office infrastructure



Pay4Me

The figures speak for themselves...

- Return on investment in **only 6 months** if only 10% of four million users use Pay4Me once a day.
- **8 customers**, serving **more than 122 million end users**. Generate extra voice revenue with Pay4Me.

Greater customer satisfaction and retention

Because Pay4Me works for your subscribers on your network and partner networks, friends and family members are likely to choose your network rather than a competitor one, in order to benefit from the service.

The caller can request either complete or partial reversed charging. Preset white lists can automatically accept regular requests, such as a son or a daughter phoning home when studying abroad, or toll free calls to companies who want to offer their customers quality service.

The person called can actively encourage or discourage reverse charged calls based on the caller's identity.

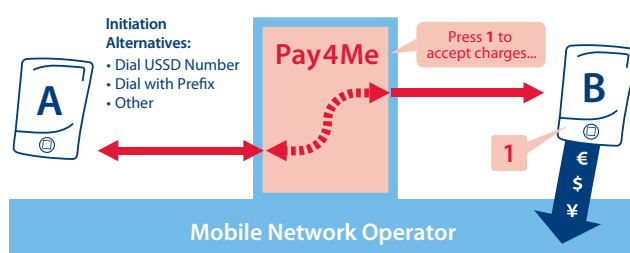
A new, sustainable revenue stream

Sicap's Pay4Me creates a new and sustainable revenue stream by generating calls that otherwise would not have been made.

In comparison to call-me notifications and beeping, Pay4Me directly involves the called party in a dialogue, leading to more completed calls.

In addition, Pay4Me enables economical use of network resources. It can also intelligently recognise USSD-ring capable devices and trigger USSD alerts to them.

How it works



Seamless integration with existing network and back-office infrastructure

Sicap's Pay4Me is highly scalable and seamlessly integrates into any network and back-office infrastructure.

It features real-time, flexible charging for calls and offers open interfaces for easy integration with existing billing systems. The technology is both compatible with and complementary to IN and IMS-based networks, enabling a multitude of advanced voice services.

Pay4Me can be enhanced so that the prepaid billing system detects a call attempt from an end user with insufficient credit, before automatically proposing a collect call service.

Pay4Me can also be easily extended to provide a call-back means of handling roaming calls.

What our customers tell us...

"Sicap's Pay4me is a good example of how to earn incremental revenue by capitalising on a sort of 'opportunity gain' – that is generating revenue from subscribers even when they do not have the capacity to pay for usage. It is also a good example of innovative thinking to meet latent customer needs."

Nafiz Imtiaz, Product Portfolio Management
Marketing Grameenphone

"Features such as the White List option, enabling the recipient of the call to be directly connected without having to always accept the collect call, are considered as assets for they make the service easier to use and more efficient."

Mr. Yves Happi, Business Market Management
Orange Cameroon