



*mobile pioneering
sicap – simply your solution*

Pay4Me

Sicap's Pay4Me allows prepaid and postpaid end-users to easily make mobile collect calls on their home network or while roaming, even when they have run out of credit.

Sicap 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...

- **1.3 million USD per year in additional revenue:** If only 5% of 3 million users use Pay4Me once a day
- **6 customers, serving 71 million end-users,** count on Pay4Me 24/7

Greater customer satisfaction and retention

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.

The caller can request either complete or partial reversed charging. Pre-set white lists can automatically accept regular requests, such as a son or 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. ROI is regularly achieved within six months.

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 helps you save your IVR resources. The solution enables smart collect calls by triggering collect call alerts via USSD only to devices which are USSD-ring capable.

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 any IN solution.

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 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

How it Works

