



## CALL-BACK APP

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**Simple application that helps you save money while in roaming.** The smartest way for using complicated USSD service. The CallBack App integrates with your mobile phone's address book for seamless usage. When in roaming simply select your contact's phone number and your phone will ask you how would you like to place the call? From the menu select CallBack App and off you go. Your phone will send USSD code to your home network and the network will connect your phone. When your phone rings just answer the call and you will be charged for **affordable incoming call** instead of expensive outgoing cal. So there is no need for remembering the USSD code and the phone number from the address book and then retyping it all back in to your phone's dialer. Start saving money! Start using CallBack App!

## KEY FEATURES

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- Integrated with device phonebook, dialer and call history.
- Smart loading. The CallBack App only prompts the user when in roaming.
- Easy install from device vendor's application store.
- Support for multiple operating systems (iOS, Android, Windows Phone and Blackberry).

## BENEFITS

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### **User Benefits**

- ✓ Lower costs in roaming.
- ✓ Easy usage. No need to remember complicating call-back codes.

### **Service Provider Benefits**

- ✓ Lower chum with happier customers.
- ✓ Generate more traffic and revenue from existing infrastructure.

## REQUIRED INFRASTRUCTURE

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CallBack App can be deployed on top of existing call-back service or we can deliver USSD call-back backed. USSD CallBack Backend is a Telco Grade SIP application server (Back2Back) with highly customizable charging mechanism. It can be deployed in any rating or billing scenarios. Contact us for more information on USSD CallBack Backend.