



Telnet Media Company Private Limited

Telecom Services

Value Added Service

2009

A CONFIDENTIAL DOCUMENT



TIME FOR RIGHT SOLUTIONS FOR YOUR BUSSINESS

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- ▶ *Telnet Media Company Private Limited* is a relatively young and a dynamic telecom service providing company operating in the Contact Center/BPO services. We offer wide range of social networking services, Inbound E-Commerce support , Chat Support, and entertainment services that meet all tele-marketing needs in integrated fashion to a wide variety of client - small, medium and large.
- ▶ In a short span of time, Telnet has evolved into a multi-channel and a multi-lingual call center meeting the growing demand and expectations of the current market scenario.
- ▶ Our management team has in-depth technical and functional experience and is adept to run operations smoothly. Our management team is experienced in managing any type of offshore call center programs successfully and has consistently surpassed targets achieving challenging results.
- ▶ Our clients have always chosen us for their call-center services and have rated us with excellent service quality indicating higher customer satisfaction and an overall reduction in operational costs ranging between 10% and 50%.

MANAGEMENT

- Telnet Media Company Private Limited was conceptualized in the year 2009 with a broad vision in being able to provide telecom services globally keeping in mind a 24/7 environment.
- This state-of-the-art call center deals with live conferences /chat with the support of a virtual administrative assistance and target oriented agents on board to businesses looking to deliver a consistent and convenient method of contact to their customers.
- The hermetically sealed, industrious environment equipped with the latest technology caters to the business associates as well as channel partners. Supported with 100% power back up round the clock, high capacity server, mandatory security gadgets and personnel are prerequisites of the facility.
- The management and corporate operations are housed on a separate floor of the facility. The operations are supported with state of the art infrastructure and communication aids to manage the unprecedented growth of the company.



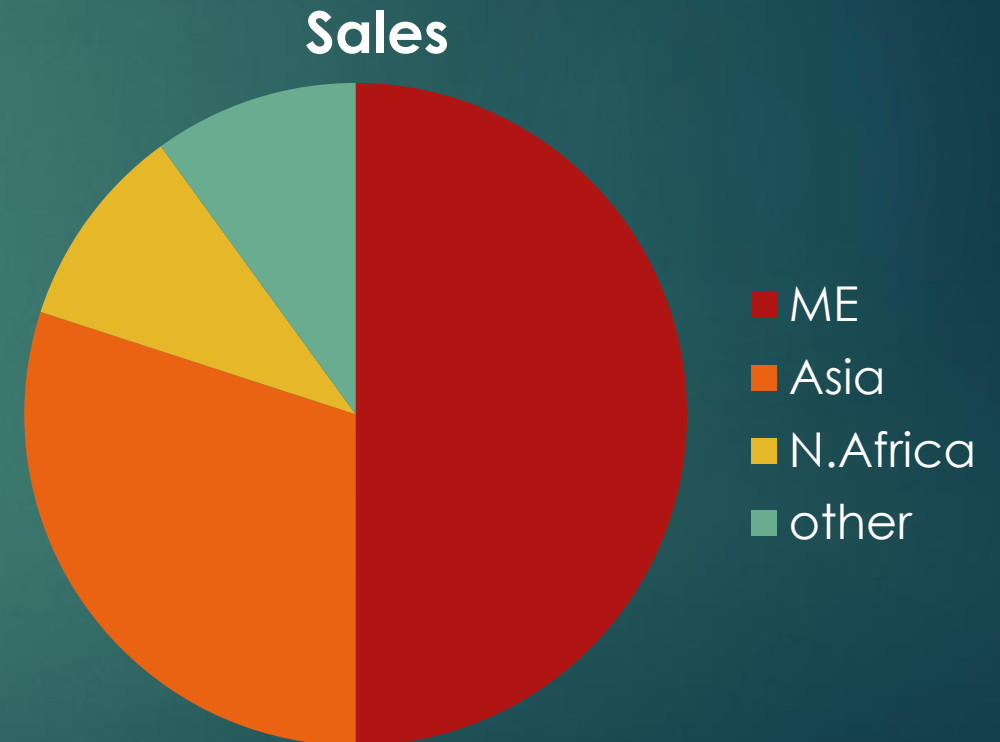
WHY US ?

- ▶ Many companies in the business telecommunication market fail to realize that without satisfied customers you have no business.
- ▶ That's why at Telnet Media Company Private Limited our focus is heavily geared towards customer satisfaction and quality of service.
- ▶ All of our customers receive personal account management, providing you with single point of contact and someone who understands your business and its requirements.
- ▶ To back this up there is an office based customer service desk to speedily handle with any queries.
- ▶ Telnet Media Company Private Limited believes in providing quality in communications with a local presence and our ongoing account management means we work together with our customers to ensure you receive the very best out of your communications.

THE COMPANY NUMBERS

- ▶ SMS Volume MT: 255'000'000 (2016)
- ▶ Minutes Volume : 75'000'000 Audiotel
- ▶ Staff : 30.
- ▶ Call Centers : 240 operators
- ▶ Date of inscription : 2009

OUR T/O BY REGION



OUR BUSINESS

- ▶ Inbound E-Commerce Customer Support
- ▶ Inbound Insurance Customer Support
- ▶ Inbound Product Sale Calls
- ▶ VAS billing micro billing solutions, IVR content, Live content
- ▶ Internet site publishing with VAS billing
- ▶ Call center services
- ▶ SMS and MMS MT and MO
- ▶ Marketing Services, Voice broadcast, SMS, SEO, Brand Loyalty, Mobile Marketing





OUR SERVICES



OUR VAS BUSINESS VAS APPLICATION EXAMPLES

- Brand loyalty IVR Games
- Social Networking
- Micro billing internet products and services
- Chat
- Virtual sports voting for prizes
- TV show voting
- Internet radio and TV call in numbers
- Job search services
- Live phone interpretation

Learn English with only 1 question per day

How it works

Learn English With Only 1 Question Per Day

is a service that comes to assist people to learn English and brings a value to the community by helping people to learn or improve their English level.

To become a fluent English speaker, you must study and master reading, listening, and speaking. At Learn English With Only 1 Question Per Day, the lessons are structured to give you practice in all three areas at the same time.

1. Identify
2. Understand
3. Integrate

We developed a unique "Call, Listen, and Repeat" functionality within our learning process.

This proven method strengthens your reading, speaking, and listening skills all at the same time and makes learning English easy and fun. You will improve rapidly your English speaking using this method.



SOCIAL CHAT SERVICE FOR ALL



Easy to use



SOCIAL CHAT SERVICE FOR ALL



> Easy and Fun to Chat

01
FUN



> 24/7 Online Service

03
24/7



> Make Friends all over the World

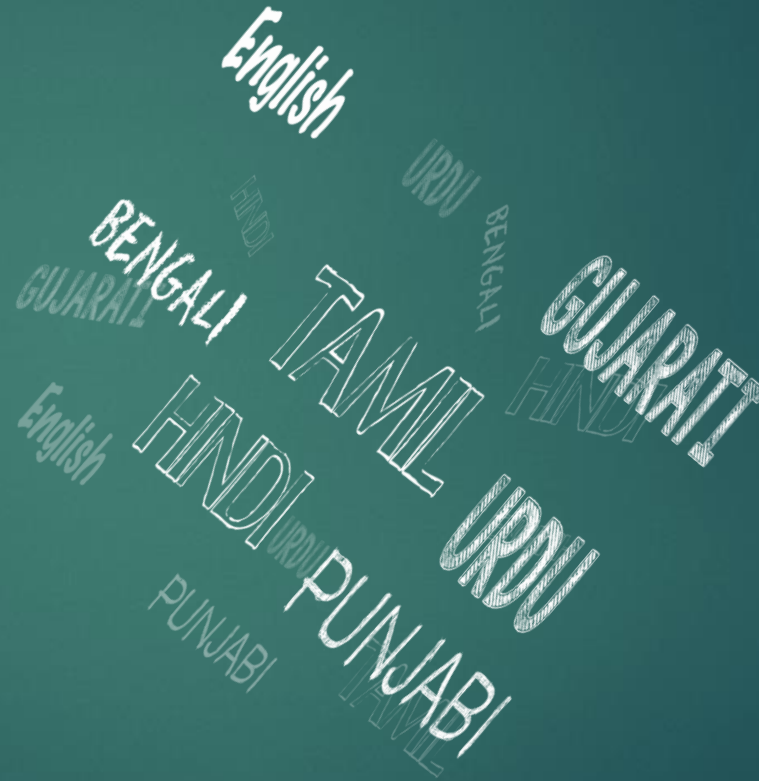
02
FRIENDS



> Good Audio Quality

04
QUALITY

- Hindi
- Tamil
- Urdu
- Bengali
- Punjabi
- English
- Gujarati



We an array of multi-lingual services supported by highly expert executives who are trained in multiple languages

Promotion / Marketing

We will promote services using:

- Push SMS on opt-in database
- Print Media / Electronic Media
- Mobile Marketing
 - (CPM, C2C, CPA, push notification)



appnexus

हिन्दुस्तान
तरक्की को चाखिए नया नजरिया

With **Mobile Marketing** we are succeeding to increase our database more than 10% every year. Targeting the right people for the service we can build quality database with satisfied users.

Our marketing is also an important 3G/4G data consuming factor. The clients are not only calling the numbers to consume the service, but they previously also navigated online because they see our advertising (banners and push notifications) and this is what made them calling.

Our marketing is also network based or geo based. For instance we can target people in Maharashtra having Vodafone SIM prepaid/postpaid cards.



CONTROL

- We takes security issues very seriously. Managing itself it's own MVNO GSM networks the company is well aware of fraud, spam, and user experience issues.



CONTROL SAFEGUARDS FOR RETAIL OPERATORS 1/2

- 1. Insert a disclaimer message of 10 seconds per language announcing the retail price and service description.** The standard disclaimer is 10 seconds and is language and CLI sensitive i.e. a message in the correct language corresponding to the origin of the call is played. The disclaimer may be forced on some clients, or numbers or services as need arises.
- 2. Define max user expenditure per day per service** A maximum amount of money/therefore minutes any one CLI may call a particular service number (DDI) before the system will block him from calling for the remaining part of the 24 hour period. The number will be unblocked and therefore free to call the service number at 00.01Hrs GMT the next day.
- 3. Define max user expenditure on our network** A maximum amount of money/therefore minutes any one cli may call to our network or any of our numbers (261 range, 243range, etc.) before the system will block him from calling for the remaining part of the 24 hour period. The number will be unblocked and therefore free to call our network at 00.01Hrs GMT the next day.
- 4. Define max user expenditure per month** A maximum amount of money/therefore minutes any one user /CLI may call a service per month OR our network per month. CLI will be blocked with the max is achieved and re opened at 00.01hours on the 1st of the next month.
- 5. Define max amount of parallel calls per service number** The max amount of users who may call a service(DDI) at the same time.

CONTROL SAFEGUARDS FOR RETAIL OPERATORS 2/2

- 6. Define max minutes per service number per 24 hours** The maximum amount of minutes a service number may receive in one 24 hour period. Whereby when the max is achieved the service is shut down and re opened at 00.01 hours the next day.
- 7. Define max hold time per service number** The maximum amount of time a user may stay connected to a service per call.
- 8. Block all calls coming with same cli** Only one cli allowed connected to the network at same time.
- 9. Manual 24/7 surveillance** Our control center will monitor all traffic patterns manually both for fraud and technical faults on a 24/7 hour basis 7/7/365.
- 10. Alarm when user/single cli is calling more than xxt times per 24 hours** Xx to be defined./action to be defined.
- 11. Alarms when a service receives traffic over xx minutes (to be defined per day)** Xx to be defined/action to be defined.
- 12. Abuse line for all services** A local free phone or pstn number may be made available for complaints which are passed onto the service provider and other actions are taken *** (means new agreements with providers+costs).

ANTI SPAM/OPT IN AND OPT OUT SAFEGUARDS

We have developed an intelligent warning system that alerts callers to all it's services in the home language according to the callers cli. A vocal warning message is played advising the caller he/she is being connected to a paid entertainment service at IDD rates. There is no ambiguity, confusion. The duration of the message is NOT billed to user.

- ▶ Advertising is vetted for clarity, honesty, with indication of IDD rates beside the numbers to dial.
- ▶ Third party services are routinely verified for compliance by traffic monitoring department
- ▶ Database entries are removed after xx non replies to confirmed receipt advertising messages
- ▶ Database entries are erased from database after xx months of no activity
- ▶ All services request callers to accept and approve future SMS notifications regarding the service i.e. OPT IN.
- ▶ A written record of the OPT IN is kept on file for any disputes which includes IVR Activity report or web sign up copy.



Thank you for reading