

MISSED CALL SERVICES

Sometimes, you don't even need to talk. A missed call is a simple way to communicate with your customers at no cost

HOW DOES A MISSED CALL SOLUTION WORK?

- ◉ The origin of missed call marketing is based on the way people communicate
- ◉ Brands have been cashing in on this by customizing the response to a simple missed call
- ◉ The caller receives an instant response to his query by SMS, another call, or a combination of the two.
- ◉ This reduces load to the call centre by 60% to 100% !

HOW DOES A MISSED CALL SOLUTION WORK?

◉ The reply message to the caller contains the information they were seeking:

- Periodic account balance
- Reporting of salary and other credits to the bank account
- Successful or un-successful execution of a standing order
- Successful payment of a cheque issued on the account
- Insufficient funds
- Large value withdrawals on the ATM or EFTPOS on a debit card
- Large value payment on a credit card or out of country activity on a credit card
- One-time password and authentication
- An alert that some payment is due
- An alert that an e-statement is ready to be downloaded.
- Account balance enquiry
- Mini statement request
- Electronic bill payment
- Stop payment instruction on a cheque
- Requesting for an ATM card or credit card to be suspended
- De-activating a credit or debit card when it is lost or the PIN is known to be compromised
- Foreign currency exchange rates enquiry

HOW MISSED CALL WORKS - STEP 1 OF 4

- ◉ Customer sees your ad/promotion
- ◉ Customer proceeds to call your virtual number seen on an ad



HOW MISSED CALL WORKS - STEP 2 OF 4

- ◉ Call lands and disconnects
- ◉ Call gets disconnected the moment it lands on your virtual number, which is connected to a pre-determined call flow in your account



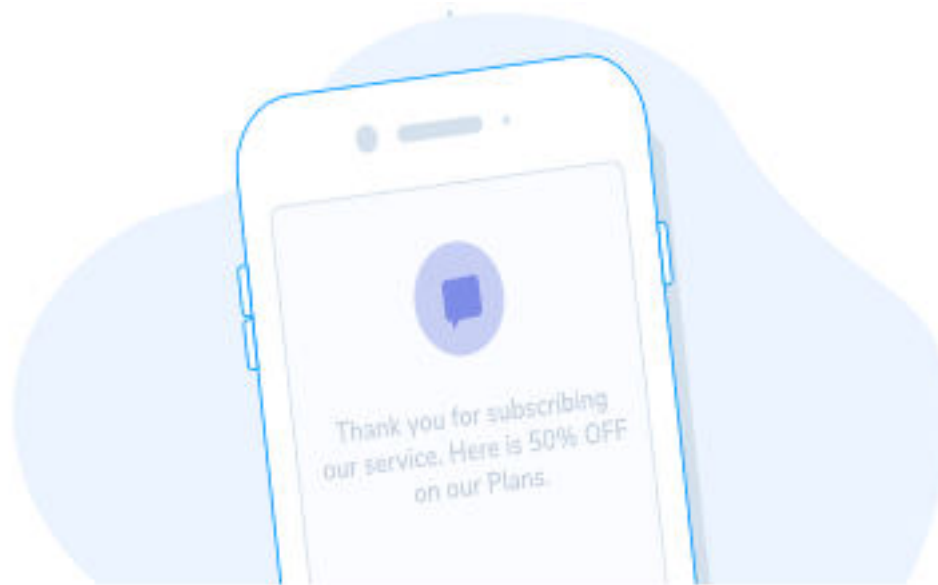
HOW MISSED CALL WORKS - STEP 3 OF 4

- ◉ Leads are forwarded to the enterprise database
- ◉ The contact information of your callers is exported to a Google spreadsheet, or your own API securely



HOW MISSED CALL WORKS - STEP 4 OF 4

- ◉ Automated call back or SMS
- ◉ In order to notify a customer, an automated call back or SMS can be triggered once a missed call lands on your virtual number

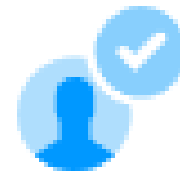


ADVANTAGES OF MISSED CALL SERVICE

- ◉ **Fully automated:** Runs 24/7/365 with zero human intervention
- ◉ **Cost :** The customer incurs absolutely no cost. Missed call services increases engagement.
- ◉ **Customization:** A missed call can be followed by a variety of actions - another call, a text message, an affirmation etc.,
- ◉ **Analytics:** The actions are all trackable and can be easily analysed

HOW YOU CAN USE MISSED CALL SERVICE FOR YOUR BUSINESS

- ◉ **Easy updates:** Missed call to a virtual phone number is usually followed by an SMS alert with the information requested. One industry that has done this perfectly is banking.
- ◉ **Customer verification:** Missed call alert is a better alternative to OTPs for customer verification. Ask them to verify their phone number by giving a missed call to a number.
- ◉ **Opt-in/out of lists:** You can ask customers to opt in or opt out of your promotional campaign list using missed calls.



HOW YOU CAN USE MISSED CALL SERVICE FOR YOUR BUSINESS

- ◉ **Registration/Lead generation** : This works brilliantly especially in the case of people who do not have access to the internet or any other forms of communication. A simple mobile phone is the primary way for them to reach out to people.



- ◉ **Engagement/Votes**: Media and TV shows have made the best use of missed call marketing campaigns to build non-intrusive engagement with customers.

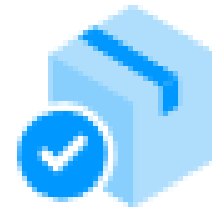


- ◉ **Support for NGOs**: Missed call is an easy way for NGOs to garner support for their cause.



HOW YOU CAN USE MISSED CALL SERVICE FOR YOUR BUSINESS

- ◉ **COD confirmation** : In the case of cash on delivery (COD) orders, send an SMS with a number on which they can give a missed call to confirm the COD order.



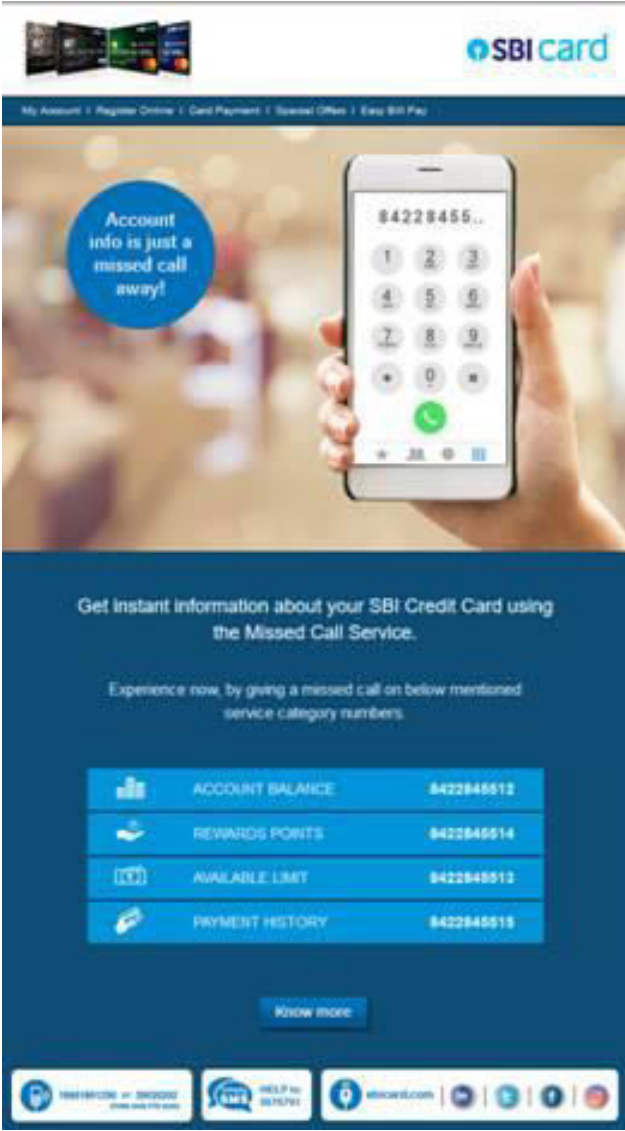
- ◉ **Drive downloads** : Once a person gives a missed call on the number, they will receive an SMS with the link to download the app. Thereby, it eliminates the extra step that the users need to do - search, look for the right app etc.



- ◉ **Collect feedback**: It is important to complete the feedback loop with your customers. Missed call marketing campaigns are an easy way to do this.



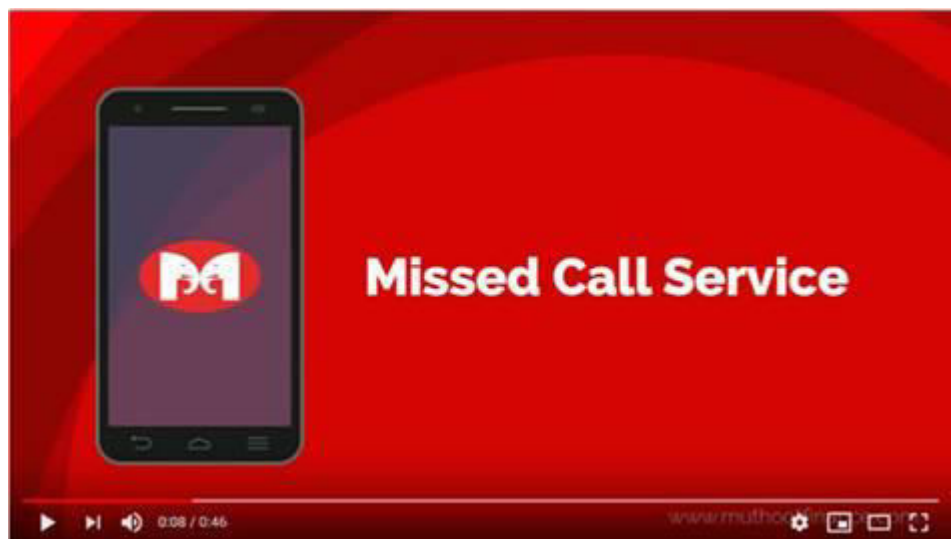
CLIENT EXAMPLES



The screenshot shows the SBI Card website interface. At the top, there are navigation links: "My Account", "Register Online", "Card Payment", "Special Offers", and "Easy Bill Pay". The "SBI card" logo is in the top right. The main content area features a hand holding a smartphone with a dial pad on the screen. A blue circular callout on the left says "Account info is just a missed call away!". Below this, text reads: "Get instant information about your SBI Credit Card using the Missed Call Service. Experience now, by giving a missed call on below mentioned service category numbers." A table lists four service categories with their respective missed call numbers:

ACCOUNT BALANCE	8422845512
REWARDS POINTS	8422845514
AVAILABLE LIMIT	8422845513
PAYMENT HISTORY	8422845515

At the bottom, there is a "Know more" button and a footer with contact information: "1800-121-2345" (toll-free), "HELP to 24x7" (helpline), and "sbi.com" (website), along with social media icons for Facebook, Twitter, and LinkedIn.

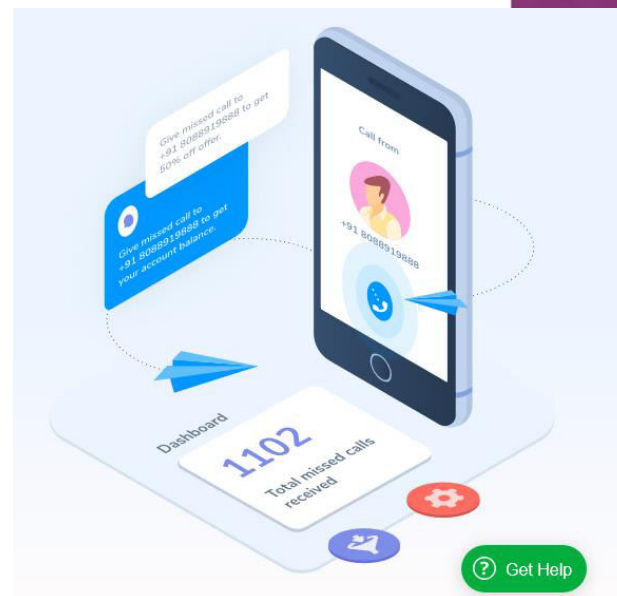


The video player shows a red background with a smartphone in the center. The phone screen displays the SBI logo. To the right of the phone, the text "Missed Call Service" is written in white. At the bottom of the video player, there is a progress bar showing "0:08 / 0:46" and the website "www.muthoot.com" with various control icons.

BANK EXAMPLES

Sl No.	Bank Name	Missed Call Banking Number
1	Axis Bank	09225892258
2	Andhra Bank	09223011300
3	Allahabad Bank	09224150150
4	Bank of Baroda	09223011311
5	Bharatiya Mahila Bank	09212438888
6	Dhanlaxmi Bank	08067747700
7	IDBI Bank	09212993399
8	Kotak Mahindra Bank	18002740110
9	Syndicate Bank	09664552255
10	Punjab National Bank	18001802222
11	ICICI Bank	02230256767
12	HDFC Bank	18002703333
13	Bank of India	02233598548
14	Canara Bank	09289292892
15	Central Bank of India	09222250000
16	Karnataka Bank	18004251445
17	Indian Bank	09289592895
18	State Bank of India	For balance enquiry-09223766666 and for mini statement 09223866666
19	Union Bank of India	09223009292
20	UCO Bank	09278792787
21	Vijaya Bank	18002665555
22	Yes Bank	09840909000

MISSED CALL	
Missed Call Alert Number	Service
09015 483 483	To Enquire the Account Balance
09015 734 734	To Enquire the last 5 Transactions
09015 613 613	To Enquire the 5 Transactions
09015 637 637	Home loan enquiry
09015 642 642	Car loan enquiry
09015 257 257	Home loan for HNI customers
09015 778 668	Home loan for NRI customers



WHO WE ARE

- **SV Mobile Limited** is incorporated in New Zealand and Singapore, with 15 years of collective global experience

- Leader in mobile software applications for local governments and Fortune 500 clients across countries



GOVERNMENT OF SINGAPORE	
LETTER OF ACCEPTANCE	
ISSUED	
The Ministry of Education - Schools (hereinafter referred to as "the Buyer") hereby accepts your offer via Invitation to Quote No. MOESCHETQ17301162 and issues this Letter Of Acceptance (hereinafter referred to as "LOA") for the Goods and Services listed in Annex A of the LOA.	
GENERAL INFORMATION	
Contract No. / Issue No.	MOESCHEC17304912 / 1
Contract Reference No.	
Contract Origin	Quotation
Quotation No.	MOESCHETQ17301162
Quotation Reference No.	
Contract Description	WHITLEY SECONDARY SCHOOL - SMS SYSTEM PERIOD FROM 1st JANUARY 2018 TO 31st DECEMBER 2018 AND OPTIONAL PERIOD FROM 1st JANUARY 2019 TO 31st DECEMBER 2019.
Procurement Nature	Non Period Contract
Type of Purchase	Goods
Contract Start Date	
Contract End Date	
SUPPLIER INFORMATION	
Trading Partner Reference No.	201721096C
Supplier Name	SV MOBILE TELESOPPE PRIVATE LIMITED
GST Registered No.	
Address	121 MEYER ROAD, # 05 06, THE MAKENA, SINGAPORE, 437932
CONTACT PERSON'S DETAILS	

IMPLEMENTATION TIMELINE

- ◉ Setup time for Missed-call number : 2 - 7 working days
- ◉ Sign Memorandum of Understanding : Day # 0
- ◉ Agree on implementation deadline for first pilot : Day # 1
- ◉ Roll out first pilot and share first result dataset : Day # 3
- ◉ API integration with enterprise : Day # 4 - Day # 6
- ◉ Beta testing and technical approval: Day # 7
- ◉ Public rollout : Day # 7

HOW TO REACH US

Locations

SINGAPORE: 121 Meyer Road #05-06, Singapore 437932

USA: 4662 Rockton Hills Lane, Galveston, Sugarland, Houston 44749 TX

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