

The **SC.Welcome SMS** platform makes roaming services more transparent and understandable to subscribers. Platform tracks the registration of the following roamers:

1. Its own subscribers in the guest networks or in other macro-region of MNO (if the network is divided into macro-regions) — **Bon Voyage** service
2. Subscribers from other networks — **Welcome SMS** service

Upon successful registration, a notification with useful information about the local network: tariff plans, promotions and services. This allows subscribers to calculate their costs optimally. Offering favorable service use conditions the MNO can increase subscribers' loyalty. The platform supports notification by using various channels: SMS, mobile application, web browser. All types of notifications, which are available to the subscriber, can be sent simultaneously, otherwise, one specific type can be selected.

Key features

- Functions within the **Bon Voyage** service:
 - Sending of a greeting message with information about the local network upon the registration of a proper subscriber in other network
 - Creating the SMS notifications according to subscriber parameters (ARPU level, postpaid/prepaid, a set of active services)
 - Detection of the registration network change
 - Generation of reports about subscribers in roaming according to countries and operators
 - SMS sending to subscribers in a particular zone or network
 - Possibility of individual disconnection of a subscriber from notifications
- Functions within the **Welcome SMS** service:
 - SMS notifications for other operators' subscribers upon their registration in the home network
 - Generation of reports about guest subscribers according to countries and operators
- Precise zone configuration. A zone may include a country part or several countries
- "Black" lists of number series and network codes
- Configurable period of a repeated notifications sending
- Multilingual SMS notifications
- Multi-user platform management web interface with different access levels (administrator, operator)
- Collection of statistics and generation of reports about the volume and structure of the roaming traffic
- Storage of the registrations history

Benefits & advantages

- Easy integration with other MNO's systems
- Redundancy and scaling capabilities
- Increased efficiency with roamers through availability of detailed statistics and messaging
- Increased subscriber loyalty
- The platform may include the **SC.SMSC** to realize independent SMS delivery from the platform which ensures savings on the regular SMSC licenses

Integration scheme

