

Prepaid KPIs

Tekelec's Integrated Applications Solution (IAS) processes and archives call detail records (CDRs) from the network, and uses these records for a variety of applications. CDRs offer a wealth of information that service providers can turn into lower costs and higher margins. The Tekelec IAS platform provides sophisticated tools that ensure errors are swiftly and accurately located so service providers can launch corrective actions before they impact customer satisfaction.

Benefits

Tekelec's IAS platform offers custom reports that open new possibilities for profitability in a service provider's prepaid service business. IAS allows the operator to decide what data and reports are needed with an easy-to-use interface that provides historical and real-time network data to multiple users. A service provider is able to expand their prepaid service planning, management and marketing horizons by using the following reports provided by the IAS platform:

- **Prepaid QoS:** Analyze prepaid service QoS and usage patterns to determine profitability based on revenue versus usage costs. Additionally, Tekelec provides operators with visibility to call completion rates at any point in the network, thus ensuring customer calls are completed and network issues are identified
- **Prepaid Error Analysis:** Analyze usage patterns by regions and end-points, while developing marketing plans that enhance profitability
- **Prepaid Service Overload:** Manage prepaid service to develop network planning and growth initiatives
- **Prepaid Runaway Calls*:** Identify potential fraud early by analyzing origination data. The call data of each subscriber is mapped and analyzed to furnish accurate alarms and generate comprehensive reports
- **Prepaid MoU**:** Generate day-to-day usage reports for traffic analysis
- **Prepaid Zero Balance Calls**:** Generate day-to-day usage reports for traffic analysis
- **Prepaid Signaling Traffic Analysis:** Generate week-to-week reports to identify trending in take rates

* Supported for IS826 only

** Supported on CAMEL only Note: The IAS system must have the following applications installed and configured: ProTraQ, xDR Browser, Data enrichment, IS826 or CAMEL protocol monitoring and xDR builders.

Use Case 1 - High Rate of Prepaid Call Terminations During Busy Hours

Problem

A wireless service provider receives complaints from prepaid subscribers indicating that their mobile originated calls (between 5pm and 8pm) were terminated during call setup.

Solution

Using Tekelec's Integrated Applications Solution (IAS), the service provider was able to quickly generate a prepaid call attempt and call completion report, which indicated half of the calls were terminated due to Service Control Point (SCP) overload.

Benefits

The diverse reporting capability of the Tekelec IAS platform enabled the service provider to quickly gain visibility into the source of the SCP overload and take corrective action to recover the system. Swift resolution of service problems helps to improve customer satisfaction and reduce churn.

Use Case 2 - Zero Balance Calls

Problem

A service provider's prepaid department observes their prepaid servers are busy and that the Minutes of Use (MOU) are not matching the number of calls.

Solution

Tekelec's IAS solution offered a cost-effective, intuitive, easy to use reporting capability to provide a complete network view. This enabled the prepaid platform team to quickly generate prepaid call attempts and create a call completion report that indicated a high percentage of calls were zero balance and were keeping the prepaid servers busy on non-revenue generating calls.

Benefits

The diverse reporting capability of IAS enabled the service provider to quickly gain visibility into the problem and create an action plan to reduce non-revenue generating call attempts and prevent network overload. As a result, the operator was able to substantiate their findings with

detailed summary reports covering several instances, while routinely conducting traffic analysis to ensure ongoing compliance.