

# Appload Inspire – Music Dedications

## SOLUTION DESCRIPTION

Bringing an entertaining music service to fixed and mobile network phone users has never been easier with Appload Inspire Music Dedications.

For the first time, users may send music messages to each other simply by making a phone call. This self-promoting service combines chart toppers, classic songs and celebrity greetings with the ability to send that special song to your friends, on any phone and over any network.

### ENTERTAIN THE WORLD

For the first time, service providers can offer a mobile entertainment service that span over both fixed and mobile networks.

People will find that the service is ideal to celebrate special occasions, e.g. for sending birthday greetings, Christmas wishes and more. By selecting a time and date with their dedication, the user can choose when their friend receives the dedication.

The Inspire Music Dedication service attracts the widest possible audience by providing a step-by-step instructions for novice users and handy shortcuts for more experienced users. At the touch of a button, a user can use any phone to select a song and record a message for a friend to hear.

The service also features SMS notifications for customers that wish to know that their music dedication has been delivered successfully. This reinforces the customer experience and satisfaction is increased with the knowledge that the customer's dedication has been delivered successfully.

When a user sends a greeting to a friend, an advertisement for the service is automatically included, promoting the service and increasing the visibility of the operator to new markets and customers.

The service is intuitive and easy to use and is based on premium rate calls, eliminating the need for an advanced billing infrastructure.

### THE PERSONAL TOUCH

Personalisation is another great feature that will keep customers coming back for more. Users can store songs in their Playlist as a convenient way to create similar dedications to send to multiple recipients. The customer's Playlist can be updated to include new songs, which are available for listening anytime and anywhere.



## KEY FEATURES AND FUNCTIONALITY

The key feature of the Inspire Music dedication service is its simplicity for both customers and operators. Using existing premium call services, operators can quickly deploy the service, which is then available to any phone user in the country. Dedications can include an advertisement to promote the service and increase brand recognition.

Users are already familiar with using automated phone systems when dialling other types of service and the Music Dedications service works in exactly the same way. Customers are further aided by the intuitive menu choices and helpful tips.

For Service Management, the solution has an easy to use content management interface, allowing the service provider, or a 3<sup>rd</sup> party content provider, to upload, manage, categorise and label all tracks in the music selection.

The service offers powerful statistics tools and a full selection of reports available for printing and analysis, making it possible to tune and modify music offerings in order to maximise revenue and customer satisfaction. Statistical graphs and tables include: the most popular songs, the busiest times of the day and week and music airtime. It also handles royalty tracking with detailed records on how many seconds each song has been played making it easy to compile royalty reports.



The Inspire Music Dedication service is a secure, robust and scaleable solution that easily integrates into existing billing and SMS infrastructure, serving many customers on a minimum of hardware at a low operational cost, while delivering dedications to any mobile or fixed telephony device! Should it be necessary, the fully featured Customer Care functionality allows tracking of individual transactions.

## OPTIONAL FEATURES

The Inspire Music Dedications offering can be enhanced with special categories of music announced by a famous DJ or other celebrity. The association of the service with a famous person complements the social appeal of the music dedication service. For example, a category of songs could be created with the DJ's top ten songs and would be announced by the DJ's voice.

Customers can also be offered the chance to download ringtones of the songs available. The service will automatically determine which ringtone is suitable for the customer's phone.

The service can also be configured to use different access numbers for different categories of music. This could be used to promote songs from independent content providers or as a means to target different segments of the market.

By adding a voting feature to the Music Dedication service, customers will be able to vote for songs that appear on the DJ's "Top Ten" list.

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