

NQuire Confirm as a Winback Tool

Fixed to Mobile (FTM) termination is a major contributor to the overall telecommunications bill of most, if not all, corporate businesses both in the UK and Worldwide and one whose cost is exacerbated by the high level of mobile number portability, which in the UK, is currently running at a rate of in excess of 30%.

In this market segment the mobile network operators have an advantage over the likes of BT and other tier one carriers, by being able to provide dedicated private circuits and unregulated tariffs at a rate that is typically much less than the regulated wholesale interconnect rates. This has meant that fixed line carriers are, in most cases, unable to compete on a level playing field with the mobile operators.

In most cases there is not a single tariff for calls to all mobiles as a differentiation is usually made between calls to the mobile operator's own network or "On-Net" calls and the so called "Off Net" calls to the networks of the other mobile operator's. It is not unusual for the difference between the "On-Net" calls and the "Off Net" calls to be as much as twice that of the on-net calls.

This differential between call rates however, represents a significant Winback market opportunity for the fixed line carriers if a means to determine which calls are mobile network on-net can be provided to allow the fixed line operator to route all cross-network calls via their own network for termination to the mobile user by means of the normal method of interconnect.

NQuire can enable this Winback opportunity by providing the fixed line operator's corporate sales teams with on-line access to an NQuire Confirm account.

NQuire Confirm is a readily available, accurate, easy to use and cost effective tool to analyse mobile telephone numbers to determine whether they are good, bad, unknown or absent; the network that owns the number prefix and the network to which number has been ported. The ease of use of the application and its immediate availability via standard web browsers makes it an ideal tool for sales teams.

NQuire Confirm, in tandem with the associated NQuire connectivity product, will act as a compelling sales tool that will not only provide customers with a detailed breakdown of their overall telecommunications bill and the savings that can be made by routing all "Off Net" away from the mobile operators private circuit, but also provide the technology to enable these savings to be gained on an ongoing basis.