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# **Product Handbook -Wire Line Intelligent Network Services**

# General Service Description:

Wire Line IN Services	General Description
<b>Key features</b>	<ul style="list-style-type: none"><li>• Dedicated IN platform for wire Line Network.</li><li>• Services available on PAN India basis.</li><li>• Both Prepaid and Postpaid Services available.</li><li>• Prepaid Services-ITC, CALLNOW, FLPP and ACC</li><li>• Postpaid-VPN, TFS, UAN, UPN, Televoting and PRM</li><li>• Four GPIN platform to support all IN services except Televoting.</li><li>• One dedicated MCIN platform to support Televoting Service.</li><li>• 11 digit number beginning with 18.</li></ul>
<b>Service level features</b>	<ul style="list-style-type: none"><li>• State of the art platform.</li><li>• High Capacity.</li><li>• No congestion.</li><li>• Balance Announcement</li><li>• Host of Call Handling Features<ul style="list-style-type: none"><li>• Origin Dependant Routing</li><li>• Time Dependant Routing</li><li>• Black/White and Grey List</li><li>• Traffic Dispersion as per predefined criteria.</li><li>• Line Hunting</li><li>• Call Queuing</li><li>• Detailed Bill</li></ul></li></ul>

# Specific Service Description:

Toll Free Phone Service	Description
<b>Service Description and Features</b>	<ul style="list-style-type: none"><li>• This service shows the new function in charging, a call to a service subscriber will be paid by the called party.</li><li>• All charges are levied on the service subscriber.</li><li>• The service is free of any charge to the calling user.</li><li>• 11 digit number beginning with 1800.</li><li>• Service is accessible from networks of Private Operators also like Airtel, Vodafone, TATA, Idea, Shyam etc.</li><li>• Host of Call Handling Features<ul style="list-style-type: none"><li>• See general description</li></ul></li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Enterprises or organizations with large customer base or having call centers.</li><li>• Retail products and services Industry.</li><li>• Ideal for hotels and restaurants.</li><li>• Companies providing after sales support as customers associate a Free phone number with the quality of the business products or services</li><li>• the whole business community in general</li></ul>

# Specific Service Description:

Universal Access Number	Description
<b>Service Description and Features</b>	<ul style="list-style-type: none"><li>• A call to a service subscriber will be paid by the calling party or split between the calling and called party.</li><li>• The service is an ideal business promotion tool for business communities who want the people to call them without any hassle.</li><li>• Service is accessible from networks of Private Operators also like Airtel, Vodafone, TATA, Idea, Shyam etc.</li><li>• 11 digit number : 1860-XYZ-ABCD.</li><li>• Host of Call Handling Features<ul style="list-style-type: none"><li>• See general description</li></ul></li><li>• There are two types of UAN Services to be offered to Customers.<ol style="list-style-type: none"><li>1) <b>Universal Access Number( UAN)- Full charge:</b> All the call charges shall be paid by the calling party i.e. the person who is calling the UAN.</li><li>2) <b>Universal Access Number( UAN)- Split charge</b> The call charges shall be split between the calling party and called party. The calling party will pay only local call charges and rest of the charges shall be paid by the called party.</li></ol></li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>•Hospitals, Educational institutes, NGO, Law firms.</li><li>•Medium and small firms .</li></ul>

# Specific Service Description:

Universal Personal Number	Description
<b>Service Description and Features</b>	<ul style="list-style-type: none"><li>• Incoming calls can be received on any landline or BSNL mobile anywhere in India by UPN subscriber.</li><li>• Outgoing calls can be made from any BSNL landline, anywhere in India by UPN subscriber.</li><li>• Call charges shall be levied on UPN subscriber.</li><li>• The UPN subscriber can go to any place in the country and register his local BSNL telephone number as his default destination number using service management facility. This service gives ultimate mobility to the subscriber in BSNL landline network and he can be reached through the same UPN number.</li><li>• It is totally convenient for the user who has multiple offices in multiple cities or localities. The subscriber can retain the UPN number even after the office location changes. Thus this service is an ideal business promotion tool for business communities.</li><li>• With UPN number one need not write Office/residence &amp; mobile number on the visiting cards and mobile number can be revealed only to few selected people.</li><li>• Service subscriber will get 11 digit UPN : 1868-XYZ-ABCD.</li><li>• Service subscriber will get 11 digit service management number for management functions : 1808-XYZ-ABCD.</li><li>• Host of Call Handling Features<ul style="list-style-type: none"><li>• See general description</li></ul></li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Proprietors having multiple offices in multiple cities or localities.</li><li>• Small business community</li></ul>

# Specific Service Description:

Premium Rate Service	Description
<b>Service Description and Features</b>	<ul style="list-style-type: none"><li>• A single 11 digit number on PAN India basis to the service subscriber:1867-XYZ-ABCD.</li><li>• Call charges to be paid by calling party.</li><li>• Call will be billed at premium rates.</li><li>• Revenue shall be shared between Service subscriber and BSNL.</li><li>• Host of Call Handling Features<ul style="list-style-type: none"><li>• See general description</li></ul></li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Tarot, the crystal ball, rune readings, healings, astrology etc</li><li>• Gambling, Horse racing, Adult chat lines</li><li>• Directory enquiries and weather forecasts</li><li>• Competitions and Diplomatic services to reduce the call volume from casual callers, a tactic also employed by tech support lines to also reduce call length.</li></ul>

# Specific Service Description:

Tele voting Service	Description
<b>Service Description</b>	<ul style="list-style-type: none"><li>• Televoting is unique service used in collecting public opinion.</li><li>• A user who wishes to vote, can dial the specific voting number to register his vote of choice.</li><li>• Televoting is possible from STD barred phones also.</li><li>• Televoting is a more cost-effective method of democratic deliberation as it does not require the participants/voter to meet in person.</li><li>• Televoting numbers are 13 digit number :<ul style="list-style-type: none"><li>• 1861-424-ABCD-XY (unit pulse charge to calling party)</li><li>• 1862-424-ABCD-XY (two pulse charge to calling party)</li><li>• 1803-424-ABCD-XY (no charge to calling party, service subscriber to pay)</li></ul></li><li>• Host of televoting features:<ul style="list-style-type: none"><li>• For each completed call to the dialed VOT number , the chosen vote number increases a counter related to that choice.</li><li>• Validity Period/Time band for allowing voting</li><li>• Partial results can be given to the service subscriber while Televoting is in progress, if desired.</li><li>• Online viewing of results possible at customer premises</li><li>• Specified nth winner's call routing possible to a number in studio</li><li>• Service Provider (Subscriber) control of activation/ deactivation possible</li><li>• Certain telephone numbers may be put in Black List/ Grey list</li><li>• Origin Dependent Handling</li><li>• Revenue sharing between the service provider(Subscribers) &amp; network provider (BSNL).</li></ul></li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Media like TV and Press.</li><li>• Policy making bodies, political party/activities</li><li>• Quiz shows, contests, events, product choices, concepts, programmes, song and beauty contests etc.</li></ul>

# Specific Service Description:

Virtual Private Network	Description
<p><b>Service Description</b></p>	<ul style="list-style-type: none"> <li>• What is true of all VPNs is that they provide connectivity between two or more places using a previously established, shared network infrastructure rather than having to deploy new, dedicated hardware specifically for this purpose.</li> <li>• Combined voice VPN can be provided for fixed line telephones of BSNL/MTNL and BSNL mobile.</li> <li>• Use this service by dialing short codes to have a private network using public network resources.</li> <li>• Good for institutions, Government departments and businesses.</li> <li>• This service brings down telephone bills due to special package tariff for calls within VPN.</li> <li>• Features:             <ul style="list-style-type: none"> <li>• Translation of multiple private numbers to one public directory number mechanism</li> <li>• Multi-site Organization - Many sites belonging to one single VPN Network where the site can be located at different physical location in the world.</li> <li>• Short Group Numbers - These are public directory nos. which are not a part of VPN Network but are given a short number which is defined at Company level.</li> <li>• Date &amp; Time Screening – Date and time slices for incoming/ outgoing calls where VPN users are allowed to make/receive calls.</li> <li>• Exception List - The lists which contain the numbers which are not allowed for incoming &amp; outgoing calls.</li> <li>• Call Duration Control – Threshold can be set for accumulated incoming/outgoing calls.</li> <li>• Multiple Account Codes - This feature allows the company users of a given VPN group to mark their calls according to business so that subscribing companies receive a bill, which details the cost of communication according to the company activities and the company organization</li> <li>• Dual Invoicing - This is the ability to bill calls made by a given company member either on the corporate account or on the VPN member personal account.</li> <li>• Call Forwarding from one VPN number to another</li> <li>• Hunting List – A series of numbers may be defined in Hunting list for incoming calls per VPN user.</li> <li>• Substitution : This feature allows mobility of VPN user in their company by providing the VPN access from handset of any other VPN user of that group.</li> <li>• Preferred External Destination (PED) - If there exists a number which is not a part of VPN Network but is frequently called then it can be defined as PED in the network at a particular site.</li> <li>• No call charges for management functions.</li> </ul> </li> </ul>
<p><b>Target Market</b></p>	<ul style="list-style-type: none"> <li>• All type of companies, distributors, firms, institutions, housing society etc</li> </ul>



# Specific Service Description:

Account Calling Card	Description
<p><b>Service Description</b></p>	<ul style="list-style-type: none"> <li>• This service allows the user to make a phone call from any normal phone to any destination number and have the cost of these calls charged to the account specified by the Account calling card.</li> <li>• This card is deal for corporate and executives. Economical and convenient, customer need not worry about consumption out of budget and helps executives control their calling.</li> <li>• Features:               <ul style="list-style-type: none"> <li>• Multiple Language Choices</li> <li>• Four simultaneous calls possible from same Account Card calling</li> <li>• Local, National and International dialing possible.</li> <li>• National, International call restriction. Call restriction also possible according to origin &amp; destination</li> <li>• Detailed bill facility available on demand at cost.</li> <li>• Account balance announcement with Real Time Credit Supervision</li> <li>• Minimum credit to use the service with Warning Tone when credit reaches optimum level</li> <li>• Follow On Calling – In case of Called Party On Hook, Called Party No Reply &amp; Called Party Busy the user can go and make a second call without entering the secret code number</li> <li>• Provider Incoming /Outgoing Black List</li> </ul> </li> <li>• Access code : 1804-XYZ</li> </ul>
<p><b>Target Market</b></p>	<ul style="list-style-type: none"> <li>• Companies and retail subscribers</li> </ul>

# Specific Service Description:

Indian Telephony Card	Description
<b>Service Description</b>	<ul style="list-style-type: none"><li>• This convenient prepaid card gives the customer the freedom to make local, STD, or ISD calls even from a STD or ISD barred phone.</li><li>• The customer can dial the access code and 16 digit secret code from any telephone set, nearby, to make calls without paying the call fee on site.</li><li>• India Telephone cards are available at all customer service centers of BSNL and its franchises.</li><li>• ITC card purchased in one city can be used in any other city.(Some ITC meant to be used in particular area viz. J&amp;K will be printed with such message and can only be used in that area).</li><li>• Features:<ul style="list-style-type: none"><li>• ITC cards available in various denominations to suit a customer's need &amp; pocket.</li><li>• No free calls, all calls are chargeable</li><li>• No registration charges</li><li>• Multiple Language Choices</li><li>• Detailed bill facility available on demand, at cost.</li><li>• Account balance announcement with Real Time Credit Supervision</li><li>• Minimum credit to use the service with Warning Tone when credit reaches optimum level</li><li>• Follow On Calling – In case of Called Party On Hook, Called Party No Reply &amp; Called Party Busy, the user can go and make a second call without entering the secret code number</li><li>• Provider Incoming /Outgoing Black List</li><li>• ITC cards can be used to make calls from BSNL mobiles</li></ul></li><li>• Access code 1802-XYZ.</li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Public, Individuals</li></ul>

# Specific Service Description:

CALLNOW Card	Description
<b>Service Description</b>	<ul style="list-style-type: none"><li>• Cards under 'CallNow' brand are ITC with cheaper STD/ISD charges but costlier local call charges for BSNL to BSNL/other operators compared to normal ITC and normal BSNL land line call charges</li><li>• The customer can dial the access code and 16 digit secret code from any telephone set, nearby, to make calls without paying the call fee on site.</li><li>• Call Now Cards are available at all customer service centers of BSNL and its franchises.</li><li>• Call Now Cards card purchased in one city can be used in any other city.(Some cards meant to be used in particular area viz. J&amp;K will be printed with such message and can only be used in that area).</li><li>• Features:<ul style="list-style-type: none"><li>• Call Now cards available in various denominations to suit a customer's need &amp; pocket.</li><li>• No free calls, all calls are chargeable</li><li>• No registration charges</li><li>• Multiple Language Choices</li><li>• Detailed bill facility available on demand, at cost.</li><li>• Account balance announcement with Real Time Credit Supervision</li><li>• Minimum credit to use the service with Warning Tone when credit reaches optimum level</li><li>• Follow On Calling – In case of Called Party On Hook, Called Party No Reply &amp; Called Party Busy, the user can go and make a second call without entering the secret code number</li><li>• Provider Incoming /Outgoing Black List</li><li>• ITC cards can be used to make calls from BSNL mobiles</li></ul></li><li>• Access code 1802-XYZ.</li></ul>
<b>Target Market</b>	<ul style="list-style-type: none"><li>• Heavy STD/ISD callers like NRI</li></ul>

# Specific Service Description:

Fixed Line Prepaid	Description
<p><b>Service Description</b></p>	<ul style="list-style-type: none"> <li>• Fixed Line Prepaid service offers Conversion of fixed line telephone number to Pre Paid (get rid of telephone bills).</li> <li>• There can be two types of FLPP accounts namely –               <ul style="list-style-type: none"> <li>• PCO FLPP Account</li> <li>• General FLPP Prepaid over Post paid</li> </ul> </li> <li>• Features               <ul style="list-style-type: none"> <li>• Easy de-linking from telephone line when prepaid is not required on any number.</li> <li>• No need to dial Account number/ PIN every time you make a call, STD/ISD Facility.</li> <li>• On Line balance enquiry, Follow on feature on no reply, busy and called party release to dial another number for subscribers other than PCO.</li> <li>• Easy recharge and no problem of bills.</li> <li>• Free Level 1 service like 100, 101, 102 etc. available.</li> <li>• Free Level 1 IN services which are free to end-customers like Free Phone etc. are available</li> <li>• Menu management:                   <ul style="list-style-type: none"> <li>• FLPP PCO Account and FLPP General Pure Prepaid Accounts need to dial 1284# to access the menu.</li> <li>• FLPP General Prepaid+Post paid Accounts - In this case to access the menu you will have to dial the remote login code 1806 345 (for East &amp; North zone and 1806 233 for West &amp; South zone account card) and follow announcement for menu management.</li> </ul> </li> </ul> </li> </ul>
<p><b>Target Market</b></p>	<ul style="list-style-type: none"> <li>• PCO and individuals</li> </ul>