**Voice Offload**

**Video**

With Acedial’s voice offload solution, Mobile Operators and Telecoms can deliver IP based communication to their subscribers, resulting in a seamless user experience with low costs and higher Quality of Service.

**Explainer Narration**

1. Acedial provides a voice offload solution for Mobile Network Operators where they can get it installed on subscriber phones and integrate it with their 3G or 4G mobile network.
2. It enables operators to offload subscribers from their network and move to Wi-Fi Calling whenever they are located in the range of a recognized Wi-Fi network or the operator’s mobile data service.
3. With Acedial, subscribers experience improved Quality of Service resulting in High Definition voice quality, ease in network congestion in high density areas and call facility in low coverage areas
4. Subscribers are also able to make outgoing calls with Acedial using a recognized Wi-Fi connection
5. Acedial gives a seamless experience to the user with a one-time setting option for subscribers to choose voice offload service, while using the same number as that of their cellular network
6. By using Acedial, a subscriber can make free calls to another subscriber on the same network
7. Acedial also provides support for non-SIM devices
8. Acedial can be used in any part of the world. Subscribers on roaming cellular network connected to internet can receive incoming calls on their regular mobile number, without the home country operator having to pay any charges to the visiting country operator.

Explainer Notes

1. Show screenshot of Acedial app interface.
2. Using a diagram, demonstrate how user is offloaded from the network to Wi-Fi
3. Show a table illustrating how operators can benefit from Acedial.
4. Show how outgoing calls can be made using Acedial
5. Show screenshot of how the app can be set up for voice offload feature.
6. Animation showing Acedial-to-Acedial communication
7. Give some images of devices without SIM e.g. tablets.
8. Show how an incoming call can be received on the app while the user is on roaming

**Value Added Services**

**Video**

Acedial is a smart way to bring optimized VAS content to mobile users where it integrates with all types of Value Added Services resulting in a rich user experience.

**Explainer Narration**

1. Acedial provides a single interface for all Value Added Services of a Mobile Network Operator
2. It provides operators the means to configure a Value Added Service with their Application Server by providing services through DTMF and registering on SIP
3. This makes it a hassle-free process for the subscribers where they get all their desired services easily configured over an all-inclusive VAS interface
4. In the telecom space of tough competition where Average Revenue per User drops due to OTT services, Acedial helps operators boost their service usage, ARPU, increase profit margins and reduce network operating cost, while increasing customer loyalty and retention by providing VAS communication over IP.
5. Subscribers can also have access to your always up-to-date VAS portfolio and enjoy easy access to latest content.
6. Acedial provides support to operators in offering rich text messaging and HD audio and video communication services to their subscribers or those of other operators.

**Explainer Notes**

1. Show Acedial interface for VAS
2. Show how Value Added Services are configured.
3. Show examples of different services being used in the single interface.
4. Show graphs indicating decrease in cost and increase in revenue, respective of the terms used.
5. Show screenshot of some of the VAS services
6. Show images of some features of rich messaging e.g. read receipts, link sharing, voice messages, etc.

**Telco App**

Acedial serves as a Telco App for Mobile Operators and Telecoms enabling them to offer their complete services to subscribers in an all-in-one solution for customer ease and satisfaction

**Explainer Narration**

* 1. Acedial integrates with the Operator’s core network via web services and ensures that subscribers get a user-friendly experience by providing them with an easy interface to manage and track usage of their mobile services.

**Integrated App**

* 1. With customers now being more inclined towards using apps than websites, Acedial can serve as the ultimate Telco app for all of mobile subscriber’s needs by providing them with all the services the mobile operator has to offer under one roof.
  2. Subscribers are also able to see a breakdown of the consumption of the services being used by them such as SMS, voice and data.
  3. Subscribers can also check their current invoice, top up balance with their credit cards, send or receive money, or manage their personal mobile wallet.
  4. Subscribers can also opt for personalized promotional messages according to their preferences, such as sales on specific brands.

**Personalization and Branding**

* 1. Mobile operators can add functionalities to their personalized app that suit to their requirements such as operator’s name, brand logo, customized colors and themes, call forwarding, payment reminders.
  2. Acedial also provides a peer-to-peer calling solution for subscribers of the same operator or those of two federated network operators, such as, in case of roaming.
  3. Acedial can be localized according to the Operator’s home country language, currency, and any other country-specific or culture-specific factors

**Customer Support**

* 1. With Acedial, operators can choose to directly keep in touch with their subscribers through a customer service support center or a 24-hour chat option
  2. Operators can also send service availability/unavailability messages to their subscribers

**Customer Targeting**

* 1. Acedial ensures customer retention for operators by allowing them to target market segments with their service plans and call packages promotions, thus offering reduced costs on calls and data

**Real-time Consent Seeking**

* 1. Acedial can also send Push Notifications and seek approval from the user before starting a service charged with comparatively higher rates, such as Cellular Data Roaming.

**Security**

* 1. Acedial can also send Two-Factor Authentication requests or other security alerts for any connected app, such as a mobile wallet.

**Explainer Notes**

1. Show screenshot of Telco interface of the Acedial app
2. Quickly slide through basic services provided by operators.
3. Show a screenshot of how service consumption can be viewed according to weekly or monthly usage
4. Show screenshot of sample invoice, balance reload, money transfer and mobile wallet interface
5. List some promotional messaging categories such as the operator’s music or online streaming app, promotion of Value Added Services, or sales promotion of 3rd party apps.
6. List the functionalities while the presenter is mentioning them.
7. Show a diagram or image of peer-to-peer calling.
8. Show flags or generic language images of countries where English is not a common language such as Arabic, Spanish, Chinese.
9. Show an image of the online customer services support’s chat bar or support messages in inbox.
10. Combine with point 9
11. Show images of some sample call and SMS packages
12. Show screenshot of a sample push notification such as “You will be charged $1 per MB on data roaming. Do you want to continue?”
13. Show some ways in which 2FA can be done such as PIN code, secret answer, fingerprint verification.