

MyPhone Mobile Phone Service

MyPhone is a mobile phone service provider that is new to the market. It provides a service to customers on an account basis. Customers requiring the service approach MyPhone and buy the service from the company. The customer can either buy the service online, or can walk into one of the retail outlets and talk to a sales representative, who will do the sale for them. The company also sells the customer a phone. The brand of the phone is the name of the manufacturer. Popular brands are Nokia, Samsung, Motorola and Sony. The type of phone is specific to the manufacturer. Each manufacturer gives its phone a type name, often with a 4-digit type number on it – e.g. 6510. As well as this, each phone has its own serial number.

When the customer purchases a phone from MyPhone, he or she is given a contract, with an initial credit amount on it. The amount of credit depends on the phone purchased. When an employee goes to sell a phone to a customer, the employee looks up the phone type to see its description, cost and the amount of credit that MyPhone offers with it. When a customer buys a phone, his or her details are taken: name and address. The customer is given a customer number and a phone number that is allocated to the phone purchased. The credit amount is allocated to their contract as a negative balance. If the customer has bought the service online, then the request is processed by the backroom sales department staff. The backroom sales department staff verify the transaction and e-mail the details to the customer's e-mail address. They also post the details to the customer in a physical package, with their phone and sim card.

The customer can use the phone in different ways. Each type of usage has its own charge. For example, one charge type is if the customer sends a text message to another MyPhone customer. Another is if the customer makes an overseas phone call. In this case, the duration of the call is significant, as the call is charged in time units. A third type is if the customer buys an application and downloads it from a service provider. Each charge type is stored, with the provider, the call type, the cost per unit and the size of the unit, when the phone is used.

After every billing period (usually 2 months), the billing department sends the customer a bill, itemizing their phone usage. The bill will show all usage instances, with the date and time, phone number accessed, the provider of that phone, the call type, cost per unit, number of units used and total cost of that usage. As well as this, the account rental charge is added to the total, to give the billing amount.

Customer can purchase from MyPhone either online, or by walking into a store. When a customer has a difficulty with a phone, he / she can return it to any store. There is a list of stores, each having a storeNo, an address and a phone number.

The following invoice was produced by MyPhone, for Joe Bloggs.

Invoice MyPhone - keeping you in contact

CustomerNo	1333566	Phone No:	08988344554	Name:	Joe Bloggs,
Invoice Date:	12/09/2007	Serial No:	K46686542N	Address:	
		Model:	Nokia 4499		15 Main St., City
CarriedForward (C/F)	34.33				centre, KL4567N

number	provider	call type	cost per unit	duration		cost
08925252525	myphone	text	0.10			€0.10
08938777889	myphone	text	0.10			€0.10
09458877889	landline	voice	0.13	4		€0.52
08749884224	vodafone	text	0.40			€0.40
08925252525	myphone	text	0.10			€0.10
08938777889	myphone	text	0.10			€0.10
09458877889	landline	voice	0.13	8		€1.04
08749884224	vodafone	text	0.40			€0.40
08925252525	myphone	text	0.10			€0.10
08938777889	myphone	text	0.10			€0.10
09458877889	landline	voice	0.13	2		€0.26
08749884224	vodafone	text	0.40			€0.40

Total this period:	€3.62
Rental:	€35.00
C/F:	€34.33
Invoice total:	€72.95