



Calling Cards

Contact Us
0208 49 79 200
sales@swiftnet.co.uk
www.swiftnet.co.uk

Service Overview

Swiftnet has many years experience in the calling card market (through its channel partners). The Swiftnet Calling Cards service includes all the features and functions which a reseller needs to set up and manage an international calling card service, without the need to invest in any of the infrastructure.

Features, Benefits and USPs

The key elements of the service are:

- Calls - Swiftnet provides a 24/7 managed Class of Service tailored to balance the needs to quality and cost for consumers making international calls. Every worldwide destination is available.
- Pre-Pay billing platform – which deducts the balance in real time and ends calls when the credit runs out.
- Sophisticated billing options - to compete with the different charging mechanisms in the market.
- Access numbers – 0208 and 0800 are available in the UK with a selection of numbers available in other countries.
- Announcements – Swiftnet supports call announcements in multiple languages.
- Portal – all the tools are available on-line for resellers to set up and manage the service.
- Competitive Rates – Swiftnet supplies regularly updated rates to enable Resellers to offer attractive products in the competitive calling cards market.
- PIN-CLI registration – only enter PIN once.

Target Markets

Calling cards can be sold either on-line (as PINs) or as physical cards (e.g. via shops). Customers are typically international visitors, students or immigrants who need to call friends and family in their home country for as a low a price as possible. The service is ideal to offer as promotional gifts or rewards.

Reseller Benefits

Resellers can very quickly become calling card operators without the need to invest in any infrastructure.

Resellers can focus on sales with the confidence that Swiftnet will run all the day-to-day telecoms aspects of the service.

The Calling Cards service is simple to manage through the Portal.

The reseller is responsible for:

- sales and marketing
- design and print and distribution of cards (or PINs for on-line transactions)
- cash collection
- pricing (using the tools provided by Swiftnet)

Limitations

Some international access numbers have limitations with regard to access from payphones, mobiles and automatic registration of a PIN to a CLI. Please check with Swiftnet for any limitations which may apply to your country.

Order Processing

Once the service has been set-up and configured to the reseller's requirements, all PIN ordering, provisioning and de-provisioning requests are processed on-line through the secure Swiftnet Reseller Portal or APIs.

Billing

Calling Card charging options include: daily fees, card life time, expiry date, multiple price lists, connection and disconnection fees, per minute and per second billing.

The service is offered on a pre-pay basis to resellers. Resellers do not need to purchase the full value of the PINS/cards in advance e.g. resellers can pre-pay a £1,000 deposit and order £5,000 worth of PINs.

As long as the reseller's account is in credit, calls can be made from the reseller's PINs/cards.



SWIFTNET

innovative communications solutions

