

ONE-STAGE DIALING

Pick Code/Quintum integration speeds up international business

THE CHALLENGE

Generally, calling cards operate on a two-stage dialing structure. In stage one, the caller dials the access number and enters their PIN or Caller ID and in stage two, they enter the destination number they are calling. In a business situation where a high volume of calls are being made, this structure is time-consuming and inefficient.

To address this, carriers have come up with a one-stage dialing system called Pick Code. Rather than calling an access number, waiting for authentication and then dialing a destination, customers dial the access number and destination number all at once. The system authenticates the call automatically so calls connect instantly - no waiting, no cards, no PINs required. The access number - 10-10-220, for example - quickly routes the call from the PSTN to the assigned carrier, who then connects with the destination number. Hence “pick code”; by entering the access code, customers are picking a different carrier to handle their call.

THE SOLUTION

IPsmarx was able to work with Quintum in Hong Kong to reconfigure his system for one-stage dialing. His pre-paid system was set to hang up if the caller’s ID did not correspond with or was not registered in his database. Callers using one-stage dialing could be calling in from unregistered locations, or could be new customers using the service for the first time; his system was configured to ask for a PIN in case automatic authentication failed, so customers could be certain that their calls would go through no matter where they dialed in from. Because the service was post-paid, IPsmarx also came up with a billing and invoicing system to generate monthly invoices and CDRs for each customer.

Once the system was up and running, it took care of itself. Charles had little to do but enjoy his improved profits - and his customers enjoyed their improved service!

“No matter what I want, I can be confident that the IPsmarx team will find a way to provide it. They give me the tools I need to succeed...and if those tools don’t exist, they simply invent them for me! IPsmarx is a company that I can trust with my business, again and again.”

Charles Habash / TST Kowloon, Hong Kong

