



# European Mobile Billing & Customer Care

## Mobile Overview

This section introduces the participants to some factors that point to the exceptional growth in the mobile telephony. Terminology, technologies, and the importance of the billing system will be discussed.

- GSM Technology
- The Radio Spectrum Allocations
- Growth of Mobile
- The Importance of the Billing System

## Marketing and Pricing

Familiarise the student with the different types of mobile services currently being marketed, and ways in which they can be billed. This includes pricing models, block of time pricing, etc. Special attention is given to the importance of VAS (Value Added Services) and the growth of data services.

- Services Sold
  - Voice
  - Value Added Services
  - Data
- Billing
  - Rate Plans
  - Promotions
- Prepaid Services

## Mobile Networks

The module begins with a review of the different networks, PSTN, mobile and signaling. Next an examination of the major technologies used around the world, and the anatomy of a mobile call is detailed for the students.

- The Air Interface
- Network Infrastructure
- Signaling Networks
- Frequency Re-Use

## Event Processing

In this module, the event processing function is studied in detail; the various inputs, processes, and outputs for this function are examined. The industry shift to near real time processing of usage records and how that impacts billing is discussed. The xDR is followed from the network through the event processing steps describing all the manipulations and calculations required to prepare it for - Bill Calculation

- Mediation
- Inputs and Outputs
- Guiding
- Rating
- Exception Processing

## Roaming

The student is introduced to the issues of roaming between networks. A detailed explanation is given on the complexities of processing roaming records received from clearing houses.

- Anatomy of Roaming
- Network Setup
- Customer Options
- Billing for Roaming

## Customer Care

Study of the billing functions that are typically processed online (adjustments, notes, customer and product maintenance, etc.)

- Pre-Sale
- Point of Sale
- Active Subscriber
- Service Termination

## Bill Calculation and Presentment

This is a comprehensive study of all functions related to the preparation of the invoice. We look at the accumulation of usage, calculation of charges and credits, discounting, quality control, and bill presentment. A few invoice samples will be "critiqued" as to their design, clarity, content and potential for enhancements.

- Bill Activities
  - Customer Selection
  - Product Setup
  - Usage Accumulation
  - Discount Assessment
  - Fixed Charges and Adjustments
  - Taxes
- Invoice Review
- Billing Challenges

## Finance

The student is introduced to the financial requirements that must be met by the billing system. Financial functions and their relationship with billing are described in detail.

