



InterCell Services User Guide

EWC Ltd



Introduction	3
Pre-Dial service	4
Registering	4
Connecting	4
Speed dial entries	5
Generating a pause	6
Textback service	7
Registering	7
Connecting	7
'M-Credits'	8
Additional features	8
Receiving call on different line (including landline), and limiting call duration	8
Balance check	9
Callback service	10
Registering	10
Connecting	10



Introduction

The following notes are a guide to utilising EWC's services for mobile phones. The services are very simple to set up and use, a typical customer could expect to be 'online' within minutes of providing the necessary information to EWC.

It is assumed that the customer is familiar with the actual handset and knows how to programme phonebook entries, use SMS messaging etc.

The three primary services that EWC offer under the name Intercell are known as 'Pre-Dial', 'Callback' and 'Textback'.

- The Pre-Dial service is primarily aimed at UK customers making international calls from their mobiles
- The Callback and Textback services are focussed on customers outside the UK.

The services are not exclusive to each other, so if a customer prefers or requires the use of one or the other, or any combination, that is perfectly acceptable.



Pre-Dial service

This service allows customers to dial international numbers by initially connecting to EWC's switch via a local rate UK number. In doing so, the customer is effectively making two phone calls; one to the switch and one to the destination number. In the UK, this often means the customer only pays for the destination call as local calls are frequently bundled within the mobile operator's tariffs - particularly during evenings and weekends. Even if this is not the case the cost of a local UK call is minimal, so the overall cost of the call should still be much less than a direct international call.

Registering

To benefit from the Pre-Dial service, the customer has to provide EWC with basic information for billing purposes, and the CLI of the mobile they will be using. This information can be input online at

http://ewc.web-account-management.com/accounts/open_account.asp

or contact EWC at support@ewcoms.com where we will be able to setup an account for you.

Once set up, the service is easily managed via a personal web account; additional CLIs, additional credit, change of address etc. can all be undertaken online.

Connecting

Once activated, the customer dials the following number before initiating an international call (the number here is reflected as the full international string for "safety's sake" - it is not necessary to use this standard if ringing from within the UK, as would normally be the case);

00442081500043

This will quickly return a UK dial tone from the switch, from where the destination number is dialled.

IMPORTANT: Once the connection to the switch is made i.e. a dial tone is heard, the destination number should be dialled **WITHOUT** re-pressing the dial button (usually a green telephone handset symbol, or similar). If the dial button were pressed again, it would initiate an independent call to the target number - and charge at the operator's tariff, not EWC's. Also, the original call to the switch would remain active.



Speed dial entries

A useful feature is to enter regularly called numbers into the phone address book with the 0044208 number followed by a pause as a prefix (the pause allows a delay for the dial string to be returned). So an entry for Jane Doe in the USA might read:



Where 'p' represents the pause in the string. This in effect becomes a speed dial entry on the handset, meaning the call can be made at the press of a single button.



Generating a pause

Generating pauses in dial strings is a manufacturer specific feature. The following suppliers recommend these methods;

Manufacturer	Method	Character Displayed
Ericsson	Press and hold '*'	P
Motorola	Press and hold '*'	P
Nokia	Press '*' three times i.e. '***'	P
Panasonic	Press and hold '0'	+
Siemens	Press and hold '0'	+
Sony	Press and hold '*'	P

For manufacturers other than those listed, please refer to the specific user guide.

So, to summarise; the customer can either dial the 0044208 prefix number manually before each intended call, wait for the returned dial tone and then dial the actual target number **without** pressing dial again, or they can create a speed dial entry in their phone book which includes the 0044208 prefix, a pause, then the target number.



Textback service

This service allows customers to dial international numbers by sending an SMS message containing the destination number to EWC's switch. The service works by accepting a text message with a destination number included, and then calling the originating mobile back and, on answer, automatically dialling the destination number reflected in the original SMS message. Once the target party picks up, the two calls are joined together. The true overall cost of the call will be dictated by the customer's package i.e. if they have bundled txt messages etc.

Registering

To register for the service the customer simply obtains a PIN from EWC for a fixed amount. Once available the customer registers their phone to the system by sending an SMS to the EWC access gateway number containing 'RegPIN e.g. reg7654321. The system will then return an SMS with the account balance, confirming that the account is now active.

The SMS access number is;

00447781485499

Connecting

To connect to a given number the customer either sends a blank SMS to the access number, which will then initiate a callback - when the customer answers they will hear a UK dial tone from where they dial the required destination. Please note, that some mobile phones may not allow blank messages to be generated, simply as a function of the way that particular handset's SMS service is designed i.e. it may always expects at least one character.

Although the above does work, it is virtually the same as the standard Callback service (detailed later). It makes little sense to generate a txt message and wait for a callback, when you can simply dial a number which is free (as the line is deliberately dropped) to achieve the same effect. The primary style of Textback usage is simply a case of entering the intended number - including the full international prefix - as a text message, and sending to the access number. The originating mobile will then receive an incoming call, on answer the system will report the call length time remaining and connect the call. So to call a UK mobile number 07855765432 you would simply SMS the following message to the access number;

00447855765432

A welcome message will be heard, which will confirm maximum call duration remaining and instruct the customer to hold, after a couple of seconds the call will be connected.



'M-Credits'

A strong feature of the Textback service is the ability to credit other people's mobile phones via txt, using funds from a central account. This allows customers to offer friends, family or colleagues call credit for their international calls without them needing to register to the EWC services themselves; the act of sending the credit via txt to the mobile arranges the access. Upon receiving the credit, they simply then follow the standard instructions as per the Textback or Callback services. To credit another mobile, simply enter the following string as an SMS message;

Credit number \$ amount

So to credit a UK mobile 07855765432 with 5 pounds, you would enter;

Credit00447855765432\$5 - and send that to the EWC access number..

Please note that the full international dial string must be entered and that the \$ symbol is acting as a generic symbol to reflect 'units', the individuals preferred currency will actually apply i.e. if they hold an account in Euros, the string above would credit the mobile with €5.

The targeted party will receive an SMS message which will be similar to the below;

"Thank you for topping up your account, your balance is now \$5.00 and your password is xxxx. Thank you for using EWC callback." The password is largely irrelevant.

Additional features

The service includes a number of management features which can be accessed via SMS messaging, these include;

Receiving call on different line

The service can be instructed to call back to an alternate number from the registered mobile (including a landline). To do so simply send a text with the number to be dialled as normal, and add @ followed by the number to receive the call on, e.g;

001515765432@00442073456789

00442073456789 will ring and, on answering, will connect to 001515765432

This can be useful if offering to set up (and pay for) a call between two parties who are not registered to the service.



Limiting call duration

Call cost can be managed by limiting the call duration, which may be particularly useful if setting up a call between two parties outside of your direct control. To do so simply add Tx to the number, where x is the maximum number of minutes you want the connected call to last. In the preceding example, to limit the overall call to 2 minutes you would send;

001515765432@00442073456789T2

Balance check

To check the current balance, simply send ? or balance



Callback service

This service allows customers to dial international numbers by initially connecting to EWC's switch, which then drops that incoming call (no charge), calls back to the customer's mobile and offers a prompt from where the customer dials the destination number. The service then joins the two calls together. Despite the 'dual' calls taking place the overall cost, as a rule, is significantly lower than that charged by mobile operators to make a direct international call. Obviously, the customer's exact package will decide on the overall cost of this service i.e. some countries operate whereby the receiving party pays for any calls to the mobile e.g. the US, whereas others like the UK make the calling party pay.

Registering

To benefit from the Callback service the customer must obtain a PIN as per the Textback service, and then register via an SMS message to confirm activation and credit.

Connecting

Once set up, the customer then simply dials the following number to access the service;

00442070193488

After a brief delay, a voice prompt will be offered from where the customer dials normally (by terminating the string with a '#', the call will be connected more rapidly). At that point, the system will calculate the customer's remaining credit vs. the destination number, report this to the user, and connect the call.

Please be aware that the initial call to the switch will disconnect before calling back - this will typically result in that call being reflected as failed to the mobile, ignore this; the callback will occur within a few seconds.

Support

For any InterCell support issues please contact EWC at:

Telephone: 0044 (0)20 7428 7733

Email: support@ewcoms.com