

STARCOMMS INTRODUCES CALL WAITING

Subscribers can now Take Two Calls

In a bid to alleviate the need for subscribers to have separate lines for voice communication and also to ensure that subscribers are alerted if another call is coming in whilst they are already conversing on the line, Starcomms Plc., Nigeria's leading telecommunications operator is introducing '**Call Waiting**' as part of value-added services to its customers.

The new service is a unique facility which allows a subscriber to make two concurrent conversations with two people at intervals without dropping the line on any of them.

Maher Qubain, the CEO and MD of Starcomms Plc said, "while on one hand we recently introduced the Missed call notification service to our customers which enables them to know the calls they missed while their phones were either switched off or not within coverage areas, the Call waiting service would allow the customers to accept another call which they think can be of more importance to their current call, while not dropping any of the calls at all. We understand the need for our customers to be reachable and for them to be able to reach out without missing all those important calls on various occasions, hence the launch of those two services by Starcomms".

According to Manoj Vashisht, Starcomms Marketing Director, "Starcomms has been exploring all technological means to please our subscribers. The call waiting option is geared towards saving our subscribers the hassles of losing the opportunities of important incoming calls because of an ongoing conversation. With the service, Starcomms subscribers can now attend promptly to urgent issues that may come concurrently. This is in line with our determination to make life easier on a daily basis for Nigerians. As a network that speaks the language of the people, we will continue to respond to them"

With the activation of the service, a subscriber is notified that a new call is coming during a separate active call and it also allows for the customer to switch between one call and the other.

All the subscribers of Starcomms on '0702-8' and '0702-9' roaming lines have the privilege of this service. When a Starcomms customer is already on a call and someone else calls, this customer will hear the call waiting tone (a beep) and the number flashing. All they need to do is press end to terminate the current call and answer the second call. But in a case where the subscriber wishes to swing between calls, they can ask the current caller to hold and press accept to take the incoming call end it and then press accept to return to his conversation with the first caller. When an incoming call is on hold, a voice will speak to the caller: "Please hold, the number you have dialed is busy"

This service has automatically been activated on the '0702-9' Starcomms numbering series, while Subscribers on the '0702-8' lines will need to activate by dialing *74 and then listen to hear that the selected service is being activated on their number. And if the subscriber wishes to deactivate, it is equally easy. The subscriber needs only to dial *740 and the service will be off. Reactivation and deactivation can be done at any time by any subscriber.

Starcomms' long-term strategy is to maintain its current status as the leading "triple-play" provider and to participate in a bigger role in Nigeria's evolving ICT sector. We aspire to position Starcomms as the preferred Telecommunication solution provider of choice for all categories of subscribers in voice & data both, through mobile; fixed and broadband products and as a network that 'speaks' Nigerian languages.