

## **The service "Topping up the account via life:) IVR" is already 2 years old**

**November 2, Kyiv. The mobile communication operator life :) celebrated the 2 years since the day of the appearance of the service of account topping up via IVR. Thanks to this service, the subscribers can quickly top up their account by means of a bank card of any of the Ukrainian banks, while being in any part of the country with life :) coverage. Since August, 2010, the number of occasions of topping up through IVR system by the subscribers of life :) has increased more than 4-fold.**

The subscribers of life :) operator can top up their account in several ways: both traditionally - via scratch cards, top-up terminals, and in other ways which are as comfortable: through ATM, SMS, WEB, via "Top up line", by means of cash payments or non-cash payments.

Besides, in August, 2010, another service was started which allowed the subscribers to top up their account via the voice menu 5433 by means of a bank card. For 2 years already life :) subscribers only need to call the number 5433, choose 6 in the main menu, enter the payment card data following the voice IVR's prompts and confirm their decision.

During the two years of the existence of the service the number of occasions of topping up through life:) IVR has increased more than 4-fold.

As of September, 2012, about 40% of life:) subscribers prefer to register their bank cards for more comfortable topping up of the account. During the registration process the system memorizes the subscriber's bank card details and number. If the data are stored, on subsequent occasions of topping up it is enough for the subscriber's identification to just specify a short 4-digit code. Pre-registration is a simple procedure of identification on the web-site or at the partner's call center, which afterwards allows the subscriber not to enter the larger part of the data from the card when calling 5433.

In terms of the call center services provision, life :) operator has been collaborating for more than 3 and a half years with Global Bilgi Company, one of the largest call centers in the countries of Europe, Middle East and Asia. In Ukraine the company started its activity in October, 2008, and as of today it has more than 800 employees. Global Bilgi call centers are located in four cities - Kyiv, Dnipropetrovsk, Sumy and Kharkiv. The first client of Global Bilgi in Ukraine became life:) mobile operator – it took place in December, 2008.

Thus, life:) has provided its subscribers with an opportunity to quickly and easily top up both their account and the account of their relatives and friends, with the minimum sum of topping up being 1 UAH, without any charges, at any time of day and in any part of Ukraine where there is life:) coverage.

The Head of the Department of management of life :) subscribers servicing Artur Arevshatyan mentioned: "We are taking care of our clients by constantly offering new, more interesting and comfortable services. It is important for us to ensure that all subscribers of life :) feel comfortable using the provided services, that is why each employee of life :) contributes to the development of new services, on the basis of the subscribers' reviews and taking into account their requirements and wishes".

Global Bilgi CEO Valeriy Svetlov said: "For more than three years already our company has been collaborating with life :) mobile operator. During this time, by our mutual efforts, there have been introduced many successful services which are very popular among the subscribers, for example, web chat, working in social networks etc. But the sky is the limit! Using the front-rank technologies and the world experience, we are ready to keep implementing new services which will bring joy and comfort to the subscribers of life:)".