



SPRINT WHOLESALE CIC SERVICESM

Sprint Wholesale CIC Service can enable you to increase revenue by capturing previously unidentified and unbillable calls, as well as creating new routing and dial-around services through use of your CIC (Carrier Identification Code). For call authorization and billing, this service uses the CIP (Carrier Identification Parameter) and CSP (Carrier Selection Parameter) within SS7 messages, when provided by the LEC end office. CIP delivers the CIC within SS7 messages; CSP identifies how the calling party dialed the call.

Enhance your brand value by combining Sprint Wholesale CIC Service with private-branded Sprint Wholesale Operator ServicesSM and Sprint Wholesale FÖNCARDSM. For international calls, Sprint Wholesale CIC Service can be combined with Sprint Wholesale Customized Network RoutingSM to provide unique call routing based on your CIC. When you deploy your CIC using the Sprint CIC Activation process, you can also reduce customer complaints about perceived slamming.

Sprint Wholesale CIC Service is a value-added service, delivered when Sprint deploys your CIC and receives the CIC information from the LEC end office.

Features

Increase revenues by leveraging these Sprint Wholesale CIC Service features:

- ▶ Automatic call authorization to your account in the Sprint general message processing systems when you participate in Sprint Wholesale CIC Service and Sprint receives your CIC for a 1+ call
- ▶ Billing in Sprint Wholesale Carrier TransportSM based on your CIC allows revenue to be captured before your ANI is loaded into the Sprint Wholesale database
- ▶ Network routing can be based on CIC using Sprint Wholesale Customized Network Routing
- ▶ Dial-around calls can be recognized by CIC instead of ANI for improved handling
- ▶ Use the Sprint Wholesale CIC Activation process to deploy and maintain your CIC and point it to the Sprint Feature Group D network, either nationwide or in specified LATAs (except Alaska)



Benefits

Sprint Wholesale CIC Service can strengthen your revenues and customer relationships through these advantages:

- ▶ Leverage the CIP/CSP (when available) to capture, route, authorize and bill all customer calls
- ▶ Improve cycle time between customer acquisition and revenue by using CIC-based billing authorization
- ▶ Expand your product line by offering dial-around and other unique routing services to special markets or for international calling
- ▶ Improve customer relationships and brand awareness
- ▶ Reduce slamming complaints
- ▶ Prepare for future regulatory requirements related to use of CIC

Applications

Sprint Wholesale CIC Service enables you to develop creative applications for improving customer relationships:

- ▶ **Dial-around services:** Reach specialty markets and affinity groups with targeted services because calls can be identified by CIC instead of ANI. Use Sprint Wholesale Customized Network Routing and CIC to send international calls to your own gateway switch.
- ▶ **Brand strength:** Improve customer awareness of your value by using CIC with private-branded Sprint Wholesale Operator Services, Sprint Wholesale 700 PIC VerificationSM and Sprint Wholesale FÖNCARD.

Availability

Sprint Wholesale CIC Service is available across the United States, where LEC end offices support both CIP and CSP within SS7 messages. The Sprint CIC Activation process will coordinate with LECs to order your CIC in the relevant end offices. If appropriate, you must obtain billing and collection agreements with the LECs or third-party vendors to handle billing of calls identified by your CIC.

For more information about Sprint Wholesale CIC Service, talk to your Sprint account representative today, or call 1 800 788-3240.

Visit Sprint Wholesale on the Internet: www.sprint.com/wholesale

