



INTERNATIONAL TELECOMMUNICATION UNION

ITU-T

TELECOMMUNICATION
STANDARDIZATION SECTOR
OF ITU

E.130

TELEPHONE NETWORK AND ISDN

**OPERATION, NUMBERING, ROUTING
AND MOBILE SERVICE**

**CHOICE OF THE MOST USEFUL AND
DESIRABLE SUPPLEMENTARY TELEPHONE
SERVICES**

ITU-T Recommendation E.130

(Extract from the *Blue Book*)

NOTES

1 ITU-T Recommendation E.130 was published in Fascicle II.2 of the *Blue Book*. This file is an extract from the *Blue Book*. While the presentation and layout of the text might be slightly different from the *Blue Book* version, the contents of the file are identical to the *Blue Book* version and copyright conditions remain unchanged (see below).

2 In this Recommendation, the expression “Administration” is used for conciseness to indicate both a telecommunication administration and a recognized operating agency.

Recommendation E.130

CHOICE OF THE MOST USEFUL AND DESIRABLE SUPPLEMENTARY TELEPHONE SERVICES

1 General

The best choice of a supplementary service to be introduced depends basically on the individual situation of a country. This Recommendation only gives guidelines which should be carefully appraised by the respective Administration.

It is suggested that a choice might be made from services which are defined in the list of Supplementary Services (see Supplement No. 1 at the end of this fascicle). Supplement No. 1 aims to provide only outline information about the supplementary services included, in order to give Administrations a broad idea of the nature of these services. § 1 of the Supplement deals with those services considered to have international implications and seeks to specify these implications for each of the services concerned. § 2 of the Supplement deals with those services not considered to have international implications. Appendix I to the Supplement deals with those services not considered as supplementary.

The experience gained with these services by Administrations which have already introduced the relevant service is given in the form of remarks and market data within this list.

2 Items to be considered in choosing the most useful and acceptable supplementary service

2.1 Marketability

2.1.1 Strength of customer's needs

- How intense is customer's need for the service?
- Does the service really solve the customer's problem?

2.1.2 Expected market size

- How many users can be expected?
- Are substitute products or services available?
- Will there be a market restriction caused by competition?

2.1.3 Customer's acceptance from the "human factors" point of view

- Intelligibility of the context of the service.
- Procedures affecting easy understanding, easy handling and easy memorizing.

2.1.4 Customer's price sensitivity

- Expected limit of charges to be applied for the individual service or for the most common package of services, to be used by the average subscriber. (A reference might be the monthly rate of charges applied on normal telephone service.)

2.1.5 Cost/benefit ratio from the Administration's point of view

2.2 Provisioning aspects

2.2.1 Technical requirements

- Will the present network be affected by traffic overload caused by the new service?

2.2.2 Regulatory consequences

- Conflicts within present regulations.
- Problems concerning privacy protection.

2.2.3 Charging aspects

- Charging mode (e.g. per use or rental).

3 Basic realisation aspects

Three different technical solutions may be envisaged to make supplementary services available to subscribers:

- 1) additional or modified software and/or hardware of public networks (excluding terminals),
- 2) installation of special telephone terminals,
- 3) the combination of solutions 1 and 2.

As a guideline, the following aspects may be considered:

- Some services can only be realized by solution No. 1 or 3. In those cases solution No. 3 will offer a better quality of service to subscribers because of the possibility of improved handling. Such an improvement might be achieved by applying dedicated push-buttons, visual indication elements, user guidance by pictograms and symbols, text displays, etc.
- If there is only a traditional electromechanical system available, solution No. 2 may be the only economic way to realize some supplementary services (e.g. abbreviated dialling, number repetition).
- If the available system and the type of service allows free choice between the three solutions, the following aspects apply:
 - solution No. 1 gives full flexibility in adapting services to subscriber needs;
 - solution No. 3 may improve the handling;
 - solution No. 2 bears the same advantages to the user as solution No. 3 and does not require special system features.