

SLT-MOBITEL Caller Tune Service For SLTMobitel Home (Fixed Line) Customers



SLT-MOBITEL, the National ICT, Telecommunications and Mobile Services Provider, as the forerunner in launching new, innovative services, has again created a milestone in the nation’s telecom industry by deploying the Caller Tune Service for

SLTMobitel Home (fixed line) for the first time.

SLT-MOBITEL has introduced this value-added service known as ‘Caller Tunes’ (CRBT) for its SLTMobitel Home (fixed line) subscribers by collaborating with Evoke International Limited. This recognized third-party platform/content provider manages mobile network providers’ digital media platforms, mobile applications, and other value-added services.

The new Caller Tune service enables Fibre, 4G LTE, and Megaline subscribers to define what callers will hear when they call the customer, thus enriching the caller’s experience. To activate the service,SLTMobitel Home (fixed line) customers have to dial 1259 and follow the instructions in selecting a package based on their preference.

Prabhath Dahanayake, Chief Marketing Officer, SLT, stated, “Launching the Caller Tune service for our SLTMobitel Home (fixed line) is a landmark achievement. This valueadded service offers a unique experience and innovative offering that adds an entertainment value and is refreshingly different.”

With the new Caller Tune Service, SLTMobitel Home (fixed line) customers can select their preferred song from the available music library which includes a vast assortment of songs available in English, Sinhala, Tamil and Hindi, and entertain their callers with a song instead of the perennial, traditional ringtone.

Lahiru Wickramasinghe, Chief Executive Officer, Evoke International, stated, “We are proud to have been selected as the platform partner for SLTMOBITEL’s Caller Tune service. As a leading, value-added solutions provider, Evoke will continue to work closely with SLT-MOBITEL by offering more innovative features for SLTMOBITEL’s customers and service extensions such as ‘Corporate Caller Tunes for Enterprise customers’.”

Helping customers use the phone as a tool to express their personality, SLT-MOBITEL will only levy a one-time subscription fee for service activation. Packages are offered on a basic and premium basis. While the basic package allows single song activation, the premium package allows for multiple song selection, similar to a Juke Box facility, with up to four songs that will play for incoming calls on shuffle mode.

Additionally, the content provider charges a song download fee as a monthly rental.

The downloaded songs have a 30- day validity period from the activation date and is automatically renewed monthly