



Fact Sheet & FAQ

Magic Voice Service

Name of the Service : Magic Voice Service

Service Type : IVR subscription

Target Base : All  pre-paid and post-paid Customers

Launch date : 4th September, 2015

Access Mode : IVR, SMS and USSD

Service Details: Magic Voice is a IVR based solution which allows user to change their voice in various ways and speak to their friends. The voice changing happens on the fly as 'A' Party speaks to 'B' Party. Magic voice is an innovative product where user can CHANGE their original Voice into multiple other voices and speak to their friends. This service has been developed using cutting edge VOICE and TELECOM technology to achieve seamless change of voice over a telephone conversation.

Major Features:

- User can change his voice in various ways.
- User can dedicate the changed voice to any Robi number.
- Special care has been taken to make the system very easy to use.
- This is a handset independent service. This can be accessed from any handset.
- Using this service, the caller can just test how their changed voice sounds.

How to use?

- User needs to dial an IVR number (21277).
- Select the voice effect, in which user would like to speak to his/her friend. The voice portal has advanced features to play back the modified voice. This gives the user an idea what kind of voice would be heard by B party.
- Enter B party contact number & wait. Now the B party would receive a call from +8821277 and talk with the caller in changed voice.

How to Subscribe:

- **Via IVR:** Users that call in to the Magic Voice service and have not subscribed will automatically be given the option to subscribe for the service
- **Via SMS & USSD:** Users will also be able to subscribe by sending a **preconfigured keyword** to the Magic Voice number via SMS or USSD -

Pack	SMS Activation	USSD Activation
Daily	START MAGIC	*21277*1#
5 Days	START MAGIC5	*21277*3#
10 Days	START MAGIC10	*21277*5#
20 Days	START MAGIC15	*21277*7#
Monthly	START MAGIC25	*21277*9#



How to Unsubscribe:

- **Via IVR:** Users can call in to the Magic Voice service and follow the options from the Main Menu to unsubscribe from the service.
- **Via SMS:** Users will also be able to unsubscribe by sending a **preconfigured keyword** to the Magic Voice number via SMS or USSD -

Pack	SMS Deactivation	USSD Deactivation
Daily	STOP MAGIC	*21277*2#
5 Days	STOP MAGIC5	*21277*4#
10 Days	STOP MAGIC10	*21277*6#
20 Days	STOP MAGIC15	*21277*8#
Monthly	STOP MAGIC25	*21277*10#

2. Charging & other details:

Content	Sub-category	Subscription Fee in BDT	Bundle Minute	Validity in days
Subscription	Daily pack	1.00	5 minutes	1
	5 days pack	5.00	25 minutes	5
	10 days pack	10.00	50 minutes	10
	20 days pack	15.00	100 minutes	20
	Monthly pack	25.00	125 minutes	30

- Browsing charge FREE
- Service is auto renewable

- After consuming all bundle minutes before ending the validity, user can purchase/top up another bundle minute from the available packs. Validity will not increase here.
- No opt-in and opt-out fee is applicable (only subscription fee is needed)
- Tariff excluding 3% Supplementary Duty (SD) + 15 % VAT on price inclusive of SD.

Help and Support

CP name: Black & Green Limited
Support Email: support@blackngreen.com
Customer Care Number - 01872363363, 01872363364

Magic Voice Service FAQs

1. What is Magic Voice?

Magic Voice is a fun based service that allows callers to change their voice automatically and lets them speak to their friends in changed voices.

2. Who can use the Magic Voice service?

The Magic Voice service is available to all customers (pre-paid and post-paid) of Robi. Once they are subscribed to the service, they will be able to make calls to their friend's using their changed voice.

3. Is a special handset required to use the Magic Voice service?

No. Magic Voice is handset independent and will work on any mobile phone.

4. How can callers use the Magic Voice service?

- Caller dials Short code from the mobile.
- Caller selects the voice they would like to continue in.
- The caller then inputs the Friend number.
- The call is then connected and user can speak to their friends in the changed voice.

5. How can callers change their voice to other voices while speaking to their friend?

During the call, the user has to press '1', '2' or '3' to change their voice to other available options. These are configurable.

6. Can users call friends on other networks with changed voices?

No. it's open only for Robi to Robi.

7. What kinds of notifications can users get via SMS?

The system is currently set up to provide notifications in the following cases by SDP:

- Subscription Success
- Unsubscription Success

Note: The system can be configured to send additional SMS if required.

8. Can the voices be customized to provide personalized voices like that of Celebrities?

No.

9. How much does this service cost?

Content	Sub-category	Subscription Fee in BDT	Bundle Minute	Validity in days
Subscription	Daily pack	1.00	5 minutes	1
	5 days pack	5.00	25 minutes	5
	10 days pack	10.00	50 minutes	10
	20 days pack	15.00	100 minutes	20
	Monthly pack	25.00	125 minutes	30
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- After consuming all bundle minutes before ending the validity, user can purchase/top up another bundle minute from the available packs. Validity will not increase here.
- No opt-in and opt-out fee is applicable (only subscription fee is needed)
- Tariff excluding 3% Supplementary Duty (SD) + 15 % VAT on price inclusive of SD.

10. How can callers subscribe to the service?

- a. **Via IVR:** Users can call in to the Magic Voice service and follow the options from the Main Menu to unsubscribe from the service.
- b. **Via SMS:** Users will also be able to unsubscribe by sending a **preconfigured keyword** to the Magic Voice number via SMS or USSD -

Pack	SMS Activation	USSD Activation
Daily	START MAGIC	*21277*1#
5 Days	START MAGIC5	*21277*3#
10 Days	START MAGIC10	*21277*5#
20 Days	START MAGIC15	*21277*7#
Monthly	START MAGIC25	*21277*9#

11. How can callers unsubscribe from the service?

- a. **Via IVR:** Users can call in to the Magic Voice service and follow the options from the Main Menu to unsubscribe from the service.
- b. **Via SMS:** Users will also be able to unsubscribe by sending a **preconfigured keyword** to the Magic Voice number via SMS or USSD -

Pack	SMS Deactivation	USSD Deactivation
Daily	STOP MAGIC	*21277*2#
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12. What are some of the issues that can be faced while using the Magic Voice service?

- a. Unable to connect to the 'B' Party. This can be caused due to issues in the transmission or the line. This can also be caused if the 'B' Party's phone has been turned off or is out of coverage.
- b. There is disturbance during the call. This can be caused due to issues in the transmission or the line. There is also the possibility that there is an issue with the hardware.
- c. The voice is not being changed during the call. This can be caused due to incorrect configuration in the backend.
- d. Unable to reach the Magic Voice service. This can be caused if the line connecting the Operator MSC to the Magic Voice server is down.