

# CIRCLE

## FACT SHEET

Circle is the simplest social networking service out there. Unlike web-centric social networks such as Facebook, Circle was designed to be truly mobile centric with SMS at its core. Anyone with a basic phone can have hundreds of friends from everywhere!

### Unique Propositions

- Only Robi has this service in Bangladesh
- Anyone, even someone with the most basic mobile phone without an internet connection, can be part of a social network
- Access your social network whenever you want, anywhere you are without having to worry about a data connection
- Find and make new friends in Bangladesh and other countries like Malaysia and India

### Competitive Context

- Robi: 1<sup>st</sup> and only in Bangladesh
- GP: N/A
- BL: N/A
- Airtel Service: N/A

### Charge for buying points

- Users buy Circle points to perform transactions.

Points Purchase Pack	Charge	Keyword (sent to 8880)	USSD code
50 points	BDT 2	<b>CPOINTS 50</b>	*8880*3#
150 points	BDT 5	<b>CPOINTS 150</b>	*8880*5#
350 points	BDT 10	<b>CPOINTS 350</b>	*8880*6#
1050 points	BDT 15	<b>CPOINTS 1050</b>	*8880*8#
2550 points	BDT 25	<b>CPOINTS 2550</b>	*8880*9#

- Points charging for using CIRCLE:

Service/Action	Circle Points charged or awarded
<b>CREG</b>	100 points awarded
<b>CPOKE</b>	5 points charged
<b>CCOM</b>	10 points charged
<b>CSHOUT</b>	10 points charged
<b>CHAT ROOM</b>	100 points charged
<b>CHAT</b> <message>	10 points charged
<b>CHAT CONT</b>	10 points charged
<b>CSHARE</b> <nickname> <amount>	10 points charged

## Getting Registered

- Every user in Circle is only identified by their unique “nickname”. Users can choose to register their nicknames using USSD or SMS.
- To get registered using USSD, simply dial \*8880#  
Two options will appear in the USSD menu:
  1. REG
  2. JOINChoose option 1, and then enter your nickname.
- To get registered via SMS, send message to 8880:  
**CREG <nickname>**
- Notes:  
Nicknames are not case-sensitive: Mina, miNA, MINA are all the same.  
After successful registration, customers will be rewarded with 100 points as bonus.

## Creating your own Circle

- Create your own Circle where members can join and receive your shouts, comments & pokes. Likewise, you can join Circles of other members and receive their shouts, comments & pokes
- To become a member of someone’s Circle, just dial \*8880#  
Two options will appear in the menu:
  1. REG
  2. JOINChoose option 2, and then enter your friend’s nickname.
- Using SMS, you can also join someone’s Circle by sending to 8880:  
**CJOIN <nickname>**

## Leaving someone’s Circle

- To leave or stop being a member of someone’s Circle, send to 8880:  
**CXJOIN <nickname>**

## Purchasing and sharing Circle points

- Points are the currency you use in Circle. All transactions involve points. You either gain points or use points.

- You can always check your points balance by sending the following message to 8880:

**CBAL**

- When you run out of points, you can purchase them by sending the following message to 8880:

**CPOINTS** <points pack>

Example: to purchase the 150 points pack, send to 8880:

**CPOINTS 150**

- You can share points with others by sending the following keyword to 8880:

**CSHARE** <amount> <nickname>

Example: To share and transfer 10 points to mina, send to 8880:

**CSHARE 10 mina**

## Getting help

- All interactions with Circle are done through SMS keywords. You can get help for these keywords anytime by sending the following message to 8880:

**CHELP**

- You can also get help about a specific keyword by sending to 8880:

**CHELP** <keyword>

Example: To find out more information about the CPOKE keyword. Send to 8880:

**CHELP CPOKE**

## Looking for members

- When you are new in Circle, you can easily look for members to make friends with. Send the following keyword to 8880 to see a random list of members you can communicate with:

**CWHO**

You will receive a list of nicknames, not their phone numbers!

## Finding out more about someone

- If you want to know something more about a person before you decide communicating with, you can use the CWHO command as well. Just send to 8880:

**CWHO** <nickname>

- Example: To find out more about a user with the nickname "mina". send to 8880:

**CWHO** ninja

The system will provide detailed info about the nickname you requested for:

MINA

Birthdate: 18-6-1980

Gender: Female

Name: Mosiur

Circle: 250 (Number of members in mina's Circle)

Shouts: 1250 (Number of shouts mina has sent)

U r in Mina's circle

- If you want to know the Circle members of a particular person, Just send to 8880:

**CWHO** <nickname> **FOL**

The system will provide a random list of members of the specified nickname.

## Your own information

- Others may want to know who you are too! You can set your fullname, birth-date and gender with the following keywords:

**CSET N** <fullname> (for full-name)

**CSET B** <DDMMYY> (for birthdate)

**CSET G** <M or F> (for gender)

Example: If you are a male and your fullname is "Mosiur" and your birthday is 18 June 1980, send the following commands to 8880 to set your fullname, birthday and gender:

**CSET N** Mosiur

**CSET B** 180680

**CSET G M**

## Communicating with Others

- Circle provides many ways for you to communicate with your members and to strangers. The keywords CPOKE and CCOM are for one to one communication whereas CSHOUT and CHAT are for group communication.

### Poke

- Poke is a fun way of getting someone's attention. Poke messages are directly displayed on the recipient's phone and not stored in the SMS inbox.
- To poke someone, send the following keyword to 8880:

**CPOKE** <nickname> <message>

Example:

**CPOKE** Ninja lunch today?

### Shout

- You can shout or broadcast a message to all your Circle members with the CSHOUT keyword. Simply send the following message to 8880:

**CSHOUT** <your shout message>

Example:

**CSHOUT** Hazi's Biryani is so yummy!

### Comments

- What if you want to comment on a shout message or simply send a regular message to someone? You can do that with the CCOM keyword. To comment just type the following and send to 8880:

**CCOM** <nickname> <message>

Example, To send a comment to mina:

**CCOM** mina Fakruddin is better!

## Chat rooms

- You can create a chatroom and invite friends to chat at any time.
- A chat room is kept for a period of 3 hours. However, you can extend this if the chat session needs more time.
- Chatters can enter and exit the chat room at any time during the session.
- Once a user is in a chat room, he or she can simply communicate with others in the room by sending any message to the 8880 shortcode. No keywords are required!

## Creating a chat room

- To create a chat room, send the following keyword to 8880:

**CHAT ROOM**

- Once the room is created, you can invite friends to join by sending

**CHAT INVITE <nickname>**

- You can also invite many friends at once by sending

**CHAT INVITE <nickname1> <nickname2> <nickname3>....**

Example: To invite mina, mosiur, Faria and mitul to your chat room, send to 8880:

**CHAT INVITE mina, mosiur, Faria mitul**

## Entering a chat room

- Users who are invited to join a chat room will receive an invitation message first. Example :  
mina invites you to chat in his/her chat room. To enter, reply CHAT ENTER ninja and send to 8880.
- Once the invitation is received, the invitee can enter the chat room by sending the following keyword to 8880:

**CHAT ENTER <initiator's nickname>**

Example, to accept mina's invitation to join his chat room, send:

**CHAT ENTER mina**

## Miscellaneous Chat keywords

- You can only be in a single chat room session at any one time. There are many other chat keywords to help you navigate your chat environment. Send the following to return a list of CHAT keywords:

### **CHAT**

- To info some information about the chat room you are currently in:

### **CHAT INFO**

- To list the nicknames of those who are in the chat room:

### **CHAT LIST**

- To exit from a chat room:

### **CHAT OUT**

- The owner of a chat room has exclusive use a few keywords. For example, to expel or “kick” a user from a chat room, the owner can send the following to 8880:

### **CHAT KICK <nickname>**

- To extend the use of a chat room after its expiry time, the owner can send the following to 8880:

### **CHAT CONT**

Note: Every extension of a chat room session is charge 10 points

## Inviting friends to join Circle

- If you love Circle so much and would like to invite your non-member friends to join the service you can also use the CPOKE keyword to send out an invitation. Just type the following and send to 8880:

### **CPOKE <phone number>**

Circle will send an SMS to the phone number given and the friend will receive an invitation message which will mention the inviter’s nickname.

## Leaving Circle

- Why would you want to leave such a fun service? Anyway, if you have to leave, you can send the following keyword to 8880:

### **CSTOP**

- Note: Your nickname, points and friends will be kept for 90 days. If you rejoin within 90 days, you may get them all back. If you come back after 90 days, you will have to start afresh.

## FAQ

1. What is the maximum number of members or followers I can have in my Circle?

Ans: 100 maximum

2. How long does it take for my nickname to expire after I've stopped from the service? I wish to re-register with a different nickname.

Ans: A user's account and nickname will be retained for 90 days after unsubscribing from Circle. After 90 days, the user can register to Circle again with a new nickname.

3. If I want to stop from being a member of my friend's Circle by sending CXJOIN, how many points will be charged?

Ans: No points will be charged for CXJOIN

4. By adding friends into my Circle, can I get points now like before?

Ans: No, not anymore. Points were only awarded during the promotional period.

5. If I poke someone using CPOKE, how many characters can I send?

Ans: 120 characters for ASCII. 47 character for non-ASCII.

6. If I send comment using CCOM to someone, how many characters can I send?

Ans: 140 characters.

7. How do I view my own profile in Circle? Say for example "My Name & Age & Gender & location".

Ans: Send CWHO ME to 8880.

8. Can I set my location in my Circle profile?

Ans: Send CSET C <location> to 8880.

9. If I invite many friends by sending CHAT INVITE then how many points will be deducted from my Circle account?

Ans: 0 point charge.



10. How do I post my message in a chat room? How many points will be deducted from my Circle account?  
Ans: Once you are in a chat room. Any message without a keyword that you send to 8880 will be broadcasted in the chat room. A charge of 10 points will be deducted for every message sent.
11. If I try to find out who are in the chat room by sending CHAT LIST, how many points will be deducted from my Circle account?  
Ans: No points will be deducted.
12. Is there a limit on points purchase? If there is a limit on points purchase, is it possible then, to get receive points through CSHARE from others when one is at the max limit?  
Ans: A user can keep up to a max of 10,000 points at any time. Once he reaches the max limit, he cannot purchase nor receive points from others.
13. If I discontinue my chat room by sending CHAT OUT, how many points will be deducted from my Circle account?  
Ans: 0 points.
14. If I kick someone from my chat room by sending CHAT KICK, how many points will be deducted from my Circle account?  
Ans: 0 points.
15. If non-owner members in a chat room want to kick someone out, are they allowed to do so? If it is possible, how many votes are needed to kick the member?  
Ans: Only the chat room owner can kick members out. Members will need to request the owner to kick the unwanted member out.
16. Are there any aliases or shortcut keywords available for poke, comment and points purchase?  
Ans: Users can use the following shortcuts:  
CPOKE – shortcut: CP  
CCOM – shortcut: CM  
CPOINTS – shortcut: CPT
17. How do I use CWHO to find friends from other countries?  
Ans: Users can list and find friends from other mobile operators in other countries by specifying the “domain name”. The domain name for available overseas operators are:  
cel – Kolony Celcom, Malaysia  
dg – Klyqme Digi, Malaysia  
um – Klyqme Umobile, Malaysia  
ac – Klyqme Aircel, India  
xl – Klyqme XL Axiata, Indonesia

To list friends from different domains, send to 8880:

CWHO \*.<domain name>

Example: To find out friends from Celcom, send:

CWHO \*.cel

You will get a random list of nicknames like this:

Lara.cel

Mina.cel

Ahmed.cel

Sara.cel

Goodboy.cel

Sally.cel

18. How to I browse the profile of a specific user from another operator?

Ans: Send CWHO <nickname.domain> to 8880.

Example: To find out more about sara.cel, send CWHO sara.cel

19. How do I communicate with friends from other countries?

Ans: Use CPOKE or CCOM to send messages to them. Example:

CCOM sara.cel hello how are you?

20. How does my nickname appear to my friends from other operators or countries? How do they send messages to me?

Ans: All users from Robi will have the domain name “.robi” attached to their nicknames.

Example: If your nickname is “mosiur”, you friends from other operators will address you as “mosiur.robi”. They can use their own keywords for poke and comment to send messages to you.

21. What is the charge for sending pokes and comments to users from overseas and other operators?

Ans: The charges will be same as local pokes and comments. That is 5 and 10 points respectively.

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