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Voice Quality Feature

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Kirusa Aids Bayan to Launch Voice SMS in Philippines



By [Anuradha Shukla](#), TMCnet Contributor

Global vendor of voice SMS [Kirusa](#) has reportedly helped [Bayan Telecommunications](#) launch Voice SMS service across Philippines for both its fixed line and wireless landline subscribers.

Convergent Voice SMS is being rolled out for the first time in Philippines and this service will let fixed line and wireless landline subscribers send and receive Voice SMS messages.

There is no need to type messages with the Voice SMS service and subscribers can simply use their voice to send messages. This time saving service has been rapidly adopted by users all across the globe.

Composing a Voice SMS is easy for bayanWIRELESS landline subscribers. All they have to do is dial '*' the area code and the number of the person they wish to send the message to. Once this is done, users can speak a short message that can be accommodated in 30 seconds in any language and send.

The process is different for BayanPHONE subscribers. They will have to dial '990+Area code+Tel number.' If the message is sent to a bayanWIRELESS landline subscriber, he will get a text SMS notification and can dial *0* to hear a new Voice SMS. Recipients can also retrieve old Voice SMS by dialing *1*.

Subscribers have the option of replying, forwarding, saving or deleting the Voice SMS messages.

This service is available for subscribers of other carriers in Philippines also. They can use the Bayan Voice SMS service by dialing 02-412-9621. Prompts will help them to send a Voice SMS to any other subscriber in Philippines. Standard call charges will apply for these subscribers.

"We are quite upbeat about offering the Voice SMS service to our subscribers. We hope that they find value in the offering and use the innovative service extensively for communicating," said Joevel E. Rivera, vice president - product development and management of Bayan Telecommunications. "We chose Kirusa for this launch as it has a large number of deployments across the world with a good reach in the market. Their Voice SMS is very robust, can support applications, and will be useful in increasing our ARPU."

Anuradha Shukla is a contributing editor for TMCnet. To read more of Anuradha's article, please visit her [columnist page](#).

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