

## **LIME RingBack Tunes FAQ**

October 2010

### **1. What is LIME's RingBack Tunes service?**

LIME's RingBack Tunes is a service that allows you to use selected songs (RingBack Tunes) to replace the tone that is played when someone calls you. So instead of hearing the traditional ring, the caller hears the song that you have selected.

### **2. Are RingBack Tunes different from ring tones?**

Yes. A ring tone is the alert you hear from your phone when someone calls you. A RingBack Tune is what someone hears when they dial your number. RingBack Tunes are stored on the LIME network, while ring tones are saved on your phone.

### **3. Does it matter what phone type and model phone I'm using when subscribing to the RingBack Tunes Service?**

No. Your ability to successfully subscribe to the service is not dependent on the make and model of handset you are using. RingBack Tunes is a network function and is activated on your customer subscriber profile, unlike ring tones that are stored on your phone.

### **4. How does the LIME RingBack Tunes Service work?**

You must subscribe to the service and a subscription lasts for 30 days. When someone dials your number the network recognizes that you are a subscriber to the RingBack Tunes service and plays the tune that you selected for your callers to hear.

### **5. Is the RingBack Tunes service available to all LIME customers?**

Yes. The RingBack Tunes service is available to all LIME residential and business customers.

### **6. How do I subscribe to the RingBack Tunes service?**

You have three (3) options available for subscribing to the RingBack Tunes service:

- IVR (Interactive Voice Recording) by dialing 4444288
- SMS (Text message) by sending keyword "sub" to 4444288
- WEB by accessing link on the LIME Portal or [www.time4lime.com/ringback](http://www.time4lime.com/ringback)

#### **Subscribing via IVR**

Dial 4444288 and you will be prompted to press 1 to subscribe to the service. You will then receive a text message confirming your subscription as well as your IVR and WEB passwords.

#### **Subscribing via SMS (Text Message)**

1. Send Text with keyword "sub" to 4444288.
2. You will then receive a text message confirming subscription as well as the IVR and WEB passwords.

## Subscribing via WEB

1. Log on to the LIME Portal website at [www.time4lime.com/Ringback](http://www.time4lime.com/Ringback)
2. Select the new user register link and follow the instructions
3. You will then receive a text message with subscription activation and IVR and WEB passwords.  
Note: Upon subscription the customer's number is automatically provisioned on the network for the RingBack Tunes service.

### 7. What is the charge to subscribe to the Ringback Tunes service?

The subscription fee is \$75 per month

	Subscription	Song Purchase	Listen to song by IVR	Text to sService
	\$75	\$10 (per month)	\$10	\$3

### 8. How do I know that I have subscribed to the service?

You will receive a text message confirming subscription. The text also includes the password to access the IVR and to log in via the website.

### 9. Is there an expiry period for the subscription to the RingBack Tunes service?

Yes. Each subscription lasts for 30 days.

### 10. Do I automatically get a RingBack Tune upon subscribing to the service?

Yes, you will be given a default RingBack Tune upon subscription. You may personalize your profile immediately by purchasing and activating other available tones.

### 11. What are the features of the RingBack Tunes service?

LIME's RingBack Tunes service allows you to select tunes from a list of various categories to personalize the tone your callers hear. The service also allows you to:

- Set a RingBack Tune for all callers
- Set a RingBack Tune for a specific caller's number by creating a friends list
- Set a RingBack Tune for a specific group of callers by creating groups
- Set a RingBack Tune to play on specific days and at specific times
- Maintain an album of RingBack Tunes for selection
- Gift a RingBack tune to a friend
- Change RingBack tunes as often as desired

### 12. What kinds of RingBack Tunes are available?

RingBack Tunes are available in a number of categories. The categories include:

- Dancehall
- Hip Hop
- R&B

- Reggae
- Religious/ Gospel
- Seasonal
- Soca
- Pop

You can access the full list of categories and songs from all interfaces (IVR, SMS and WEB).

### **13. How do I purchase a RingBack Tune?**

A RingBack Tune can be purchased through any of the access interfaces. These include via IVR by calling 4444288, sending a text message to 4444288, WEB by logging on to [www.time4lime.com/ringback](http://www.time4lime.com/ringback), or through Customer Care by calling 100. *See above for details*

### **14. What is the cost to purchase a RingBack Tune?**

Subscribers to the service are charged \$10 per month to purchase a RingBack Tune. Should you decide to listen to songs via the IVR facility you will be charged \$10.

### **16. Am I able to listen to a RingBack Tune before purchasing it?**

Yes. Customers may preview the RingBack Tunes free of charge via the WEB interface or by calling 4444288 (calls cost \$10).

### **17. Is there a limit to the number of RingBack Tunes that I may purchase?**

No, you are not restricted as to the number of RingBack Tunes that you can purchase.

### **20. What is an album?**

An album is a collection of RingBack Tunes that you have purchased. An album is automatically created upon purchasing the first RingBack Tune.

### **21. Can a customer create his/ her own album?**

Yes. A customer may create an album using any of the interfaces.

### **22. Is there a limit on the number of albums that each customer may have?**

Yes, you can have a maximum of ten (10) albums at any one time and you are allowed to delete, rename and create new albums at anytime.

### **23. Will the RingBack Tunes be deleted from my profile when the album is deleted?**

Yes. Upon deleting the album the RingBack Tunes in the album will also be deleted from your profile.

### **24. Will I be charged for selecting a RingBack Tunes that is already in my album?**

No, you will not be charged for selecting RingBack Tunes that are already in your album. You are only charged upon selecting RingBack Tunes from the category listings.

**25. How often can I change my RingBack Tunes?**

You may change RingBack Tunes as often as you wish.

**26. Can I set different RingBack Tunes for specific callers?**

Yes. The RingBack Tunes service allows you to set a particular RingBack Tune for a specific number or group of numbers.

**27. What other features are available with the Ringback Tunes service?**

Other options for personalization include, but are not limited to:

- Setting the day of the week a tune should be played
- Setting the time of day the a tune should be played
- Setting a tune to play on a particular date
- Select a blacklist of numbers that Ringback Tunes will not be played for.

Note: Numbers entered in the Blacklist will hear the traditional ring when your number is dialed.

**28. Am I charged each time someone calls me and the Ringback Tune is played?**

No. You will not be charged each time someone calls you and hears your Ringback Tune.

**29. Is another LIME subscriber charged when they call and hear my Ringback Tune?**

No. Callers are not charged when they call and your Ringback Tune is played. LIME only charges its customers when the call is connected. That is, someone answers the phone or the call goes to voicemail.

**30. Can the same password be used for the IVR and WEB interface?**

Yes. Upon subscribing the passwords for the IVR and WEB interface are the same. If the password is changed via the IVR it is not automatically changed on the WEB, and vice versa.

**31. Does the RingBack Tune service work when I am roaming?**

Yes. If you're a subscriber and someone calls you while you are roaming they will hear the RingBack Tune being played.

**32. If I'm a prepaid customer and I change my number, can the RingBack Tunes service be transferred to my new number?**

The RingBack Tunes subscription is not transferrable. Therefore, if you change your phone number you will be required to subscribe to the service from the new number.

**33. If I convert from prepaid to postpaid and vice versa, will I need to re-subscribe to the service?**

No. The RingBack Tunes subscription will still be available after a service conversion. All RingBack Tune settings including albums will be stored during conversion.

**34. What is the Caller Gift Tune feature?**

The Caller Gift Tune allows you to purchase and send a tune to another RingBack Tunes subscriber.  
Note: A RingBack Tune can only be gifted to another RingBack Tune subscriber. Customers will not be able to gift a tune to a non-subscriber.

**35. Is there a cost to gift a RingBack Tunes to another subscriber?**

You will pay the regular charge to purchase the RingBack Tune. There is no additional charge for gifting the RingBack Tune to another subscriber. The subscriber receiving the Tune will not be charged.

**36. Can I unsubscribe from the RingBack Tunes service before the subscription expires?**

Yes, you have the option of unsubscribing from the service before the subscription expires.

**37. How do I unsubscribe?**

You have five 3 options available for unsubscribing from the Ringback Tune service:

- Using the IVR by dialing 4444288
- Texting keyword "unsub" to 4444288
- WEB by accessing link on the LIME website

Unsubscribe via IVR - Dial 4444288. You will be prompted to press 5 to unsubscribe from the service  
Unsubscribe via SMS - Text keyword "unsub" to service number 4444288 .

**38. Will my callers still hear the RingBack Tune playing after I have unsubscribed from the service?**

No. After unsubscribing the traditional ring tone will be played to all callers.