

Positioning and localisation of callers (Norway only)

Callers can be routed either automatically or manually to different physical or virtual geographical locations. The purpose of this functionality is to route the caller to the most appropriate location. This can be done using several methods, detailed below. Puzzel currently supports mobile positioning in Norway only, where it is supported by the operators Telenor and Telia.

Mobile positioning (GSM)

If the caller calls from a mobile phone, the handset can be positioned depending on which mobile network base station the handset is connected to, or by using triangulation depending on the operator's offered technology in the area. The accuracy ranges from a few hundred metres to a few kilometres. Measurements show that approximately 90% of mobile phones can be located within approximately 500 metres in larger cities, and within approximately 10km outside of densely populated areas. By law, positioning a mobile phone requires voluntary, explicit, and informed consent from the mobile phone user. This is usually handled by letting the caller confirm that they accept a positioning of their mobile phone being performed as part of the current service, verified by pressing a given key on their phone. The caller can also temporarily or permanently reserve themselves against positioning via SMS with their operator.

With the returned positioning data received from the operator, it is possible to decide in which area the person is located, and then route the call accordingly. This method is most appropriate if you want to route callers based on their current location.

Mobile positioning may fail if:

- The caller has a subscription with an operator that does not support mobile positioning
- The caller has reserved themselves from mobile positioning with their operator
- The operator in question responds too late or not at all to positioning requests

If mobile positioning fails, the solution can be set up with alternative methods as outlined below.

Address Lookup

Lookup in a number database of the caller's number. With the information received you can decide in which region the caller's home address is located. This method is most appropriate to use if you want to route callers based on where they live, as opposed to their current location.

DTMF Menu

The service asks callers to enter their postcode to be routed to the correct destination, or presents a menu for callers with options for different locations. Callers then decide for themselves which location is most appropriate to be transferred to.

Combined methods

The solution can be set up with selected alternative (fallback) or even concurrent methods for positioning and localisation. All of these methods can be used either alone or in combination with each other.