

manager, and registering the subscriber profile data when the transaction identifier and the copy of the transaction identifier correspond.

2. The system of claim 1, wherein the subscriber service manager is further configured to supply the subscriber with requested data from the profile when the subscriber makes a profile query request.

3. The system of claim 1, wherein the system is further configured to:

set a time-limit for receiving the customization message, the time-limit corresponding to a time that the transaction identifier was determined;

store in a database, in conjunction with the transaction identifier, the time-limit, and a subscriber identifier; and

reject the customization message if it is not received within the time-limit.

4. The system of claim 1, wherein the system is further configured to send a confirmation message to a destination corresponding to the subscriber when the subscriber profile data is registered.

5. The system of claim 4, wherein when the customization module receives a non-delivery notification indicating that the confirmation message was sent to an invalid or inoperative destination, the system is configured to use a telephone number corresponding to the subscriber to deliver to the subscriber a corresponding voice message.

6. The system of claim 1, wherein the subscriber profile data includes one or more subscriber-supplied parameters and when the customization module receives a customization message, the customization module is further configured to:

verify that each of the one or more subscriber-supplied parameters is within a corresponding range of values, and

notify the subscriber when a subscriber-supplied parameter is not within the corresponding range of values.

7. The system of claim 1, wherein the customization message that is sent to the system is routed through a mail server.

8. A method for customizing a profile of a subscriber having access to a service platform, the method comprising steps of:

receiving a subscriber request;

determining and storing a transaction identifier in response to the subscriber request;

communicating the transaction identifier to the subscriber;

receiving a customization message, the customization message including subscriber profile data and a transaction identifier;

comparing the stored copy of the transaction identifier with the transaction identifier in the received customization message; and

registering the subscriber profile data when the stored copy of the transaction identifier corresponds to the transaction identifier in the received customization message.

9. The method of claim 8, wherein when a profile query request from a subscriber is received, the method further comprises supplying the subscriber with requested data from the profile of the subscriber.

10. The method of claim 8, wherein the method further comprises steps of:

setting a time-limit for receiving the customization message, the time-limit

corresponding to a time that the transaction identifier was determined;

storing in a database, in conjunction with the transaction identifier, the time-limit, and a subscriber identifier; and

rejecting the customization message if it is not received within the time-limit.

11. The method of claim 8, wherein when the subscriber profile data is registered, the method further comprises sending a confirmation message to a destination corresponding to the subscriber.

12. The method of claim 11, further comprising the step of communicating a non-delivery voice message to the subscriber when a non-delivery notification is received in response to the step of sending the confirmation message to the destination corresponding to the subscriber.

13. The method of claim 8, wherein the subscriber profile data includes one or more subscriber-supplied parameters, the method further comprising the steps of:

verifying that each of the one or more subscriber-supplied parameters is within a corresponding range of values when a customization message is received, and

notifying the subscriber when a subscriber-supplied parameter is not within the corresponding range of values.

14. The method of claim 8, further comprising the step of routing the customization message through a mail server.

15. A computer program product for use in conjunction with a computer controlled service platform, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a subscriber service manager configured to receive subscriber requests at the service platform, the subscriber service manager upon receiving a subscriber request, determining a transaction identifier, storing a copy of the transaction identifier, and communicating the transaction identifier to the subscriber; and

a customization module configured to receive and process a customization message sent to the service platform, the received customization message including subscriber profile data and a transaction identifier; the customization module, upon receipt of the customization message, comparing the transaction identifier in the received customization message with the copy of the transaction identifier stored by the subscriber service manager, and registering the subscriber profile data when the transaction identifier and the copy of the transaction identifier in the received customization message correspond.

16. The computer program product of claim 15, wherein the subscriber service manager is further configured to provide the subscriber with data from the profile when the subscriber makes a profile query request.

17. The computer program product of claim 15, wherein the subscriber service manager is further configured to:

set a time-limit for receiving the customization message, the time-limit corresponding to the time that the transaction identifier was determined;

store in a database, in conjunction with the transaction identifier, the time-limit, and a subscriber identifier; and

reject the customization message if it is not received within the time-limit.

18. The computer program product of claim 15, wherein the customization module further configured to send a