confirmation message to a destination corresponding the subscriber when the customization data is registered.

19. The computer program product of claim **18**, wherein when the customization module receives a non-delivery notification indicating that the confirmation message was sent to an invalid or inoperative destination, the customization module is configured to use a telephone number corresponding to the subscriber to deliver to the subscriber a corresponding voice message.

20. The computer program product of claim **15**, 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.

21. The computer program product of claim **15**, wherein the customization message that is sent to the system is routed through a mail server.

22. A system for customizing a profile of a subscriber having access to a service platform comprising:

a customization module configured to receive a customization message sent to the system, the received customization message including subscriber profile data and a subscriber identifier that corresponds to a subscriber of the service platform; the customization module, upon receipt of the customization message, storing an indication of a pending subscriber customization request for the corresponding subscriber; and

a subscriber service manager configured to receive a request to access the service platform and, when the subscriber is accessing the system and there is a pending subscriber profile customization request for the subscriber, to request authorization from the subscriber to register the subscriber profile data specified by the previously received customization message, and to register the profile data upon receipt of such authorization.

23. The system of claim **22**, 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.

24. The system of claim **22**, 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.

25. The system of claim **22**, wherein the customization message that is sent to the system is routed through a mail server.

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

receiving a customization message, the customization message including subscriber profile data and a subscriber identifier that corresponds to a subscriber of the service platform;

storing an indication that the customization message has been received;

notifying the subscriber, when the subscriber is accessing the system, that the customization message has been received and requesting authorization from the subscriber to register the subscriber profile data; and

registering the subscriber profile data upon receipt of such authorization.

27. The method of claim **26**, wherein when a profile query request from a subscriber is received, the subscriber is supplied with requested data from the profile of the subscriber.

28. The method of claim **26**, 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.

29. The method of claim **26**, further comprising the step of routing the customization message through a mail server.

30. 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 customization module configured to receive a customization message sent to the service platform, the received customization message including subscriber profile data and a subscriber identifier that identifies a subscriber of the service platform; the customization module, upon receipt of the customization message, storing an indication of a pending subscriber profile customization request for the subscriber; and

a subscriber service manager configured to receive a request to access the computer controlled service platform, and when the subscriber is accessing the service platform and there is a pending subscriber profile customization request for the subscriber, to request authorization from the subscriber to register the subscriber profile data specified by the previously received customization message, and to register the subscriber profile data upon receipt of such authorization.

31. The computer program product of claim **30**, 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.

32. The computer program product of claim **30**, 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.

33. The computer program product of claim **30**, wherein the customization message that is sent to the computer controlled service platform is routed through a mail server.

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