

Intelligent Call Services (ICS)



Complete control over inbound calls

A range of highly advanced inbound call management features, designed to boost efficiency, cost-effectiveness and productivity - leading to a great customer experience.



Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com/ics



Smarter call handling

Smooth, fast and reliable communications are the lifeblood of any business. In particular, all inbound calls must be handled quickly and effectively. This is why we developed our original Inbound Services solution.

However, you might want to build upon this offering by providing even more capabilities – such as your own branded service. This could include even smarter call handling facilities, such as advanced Interactive Voice Response (IVR), large scale call queuing, or even call recording with full transcription and search facilities. This is all controlled via an intuitive portal that allows services to be easily configured; and the ability for customers to manage and configure the services themselves.

Your customers could be losing out if they haven't got sophisticated call handling. They might need to:

- Handle the peaks and troughs of inbound calls more effectively
- Meet financial and regulatory targets through better call handling
- Eliminate the poor handling of inbound calls which is costing them business

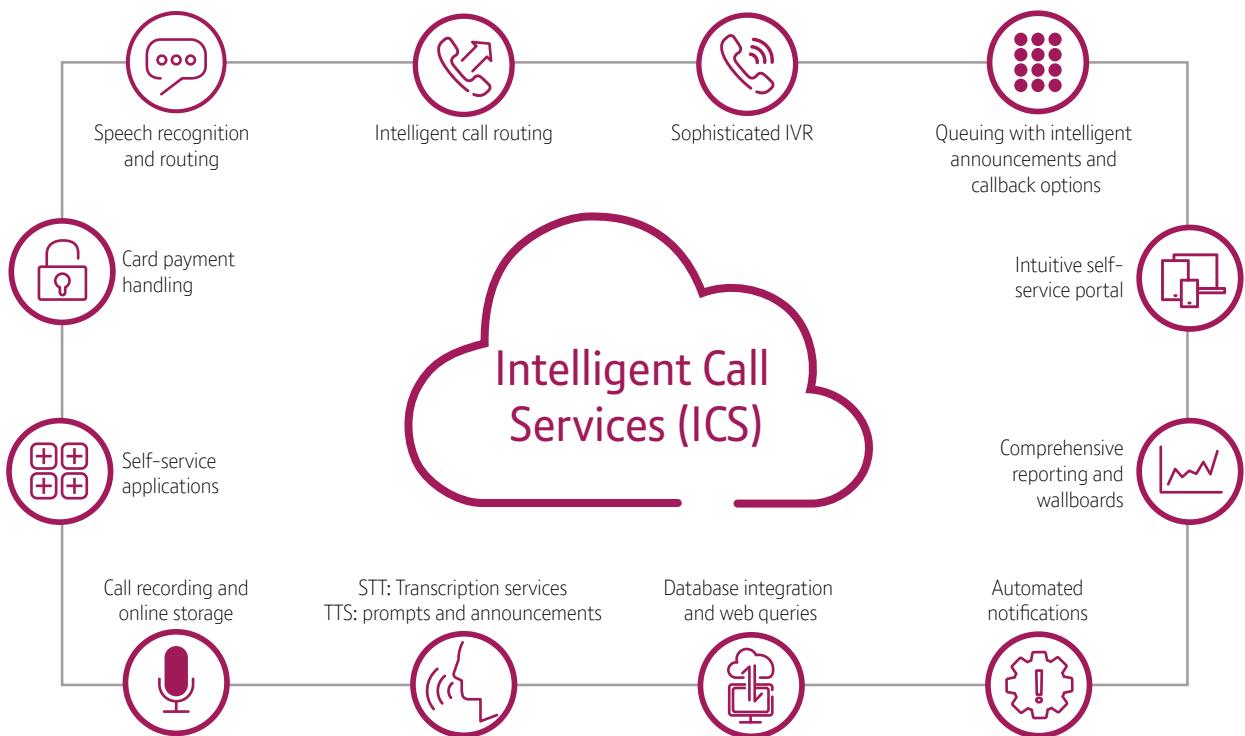
Customers are therefore increasingly looking for a solution that includes cost-effective, flexible and scalable call handling and routing; an effective queueing system for high volumes of calls; recording and transcription features; and statistical and reporting tools. And they need a portal that's easy to use and intuitive.

Their call handling also needs to be able to evolve to meet changing requirements; and it needs to cope easily with peaks in demand. That's why we've developed our **Intelligent Call Services (ICS)**.

A unique solution

ICS complements and extends BT Wholesale’s existing Hosted Communications Services portfolio by making high-value features from the cloud available on a simple Pay As You Go basis. These will give your customers complete control over their inbound calls. It’s a unique solution, packed with a wide array of impressive features and is suitable for customers of all shapes and sizes.

ICS includes a broad range of features that in combination are unique in the market from a wholesale solution provider



The key features include:

- **An intuitive portal.** Our multi-tiered (service provider, reseller, customer) portal is easy to use and enables your customers to configure their services quickly and easily.
- **Sophisticated IVR.** This includes digit capture, text to speech, database integration, intelligent routing and payment capture.
- **Call Recording.** With ICS, end users can take advantage of network call recording and storage, access and search, and call transcriptions.
- **Call Queuing.** We can provide large-scale call queuing, elastic scalability, music on hold, and overflow options.
- **Analysis tools.** Our reporting tools are designed to help customers to analyse their calls in order to optimise routing and handling, to deliver increased efficiency and an excellent service.
- **Wallboards.** These provide live information, enabling customers to monitor call metrics in real time.

Big Benefits

Great benefits for you

ICS is a fantastic proposition that offers a very highly advanced suite of call features combined with extremely attractive commercials. It will help your business to grow by offering more value to your customers. Other benefits include:

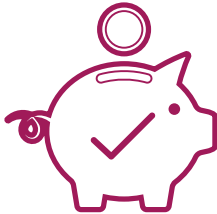
Branding

ICS is a white-label solution which you and your customers can self-brand. It supports reseller, sub-reseller and end user self-service portals.



Cost-effectiveness

ICS offers a market-leading suite of features, on a simple Pay As You Go basis, with no hidden costs.



Ease of use

ICS has an intuitive and user-friendly portal, so your customers can configure and manage the services themselves.



Support

Our after-sales support includes one-to-one training, a technical helpdesk and efficient maintenance.



Reliability

Our solution is backed by our reliable and resilient network, which offers availability of over 99.995% and enjoys 24x7 support.



New opportunities

ICS can be bought by itself, but also provides an excellent add-on that can be combined with other products in our portfolio, such as SIP Trunking or Wholesale Hosted Centrex, to create extra value. This enables you to develop a range of exciting product bundles.



Great benefits for your customers

Increased effectiveness

ICS ensures that your customers' inbound calls are handled quickly and effectively, so they don't lose business due to unanswered calls.



Greater efficiency

Automated call handling enables your customers to optimise their staffing levels at call centres that deal with high call volumes.



More flexibility

Your customers can monitor their services and make instant adjustments, adding or reducing capacity as needed.



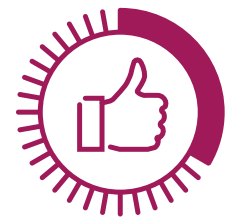
More features

ICS has a lot of sophisticated functions that were previously out of the reach of many businesses. All of these features are available elsewhere – but none in a complete, white label PAYG cloud solution like ICS that provides a single user experience..



A better service

Fast and effective call handling boosts efficiency and productivity, leading to a greatly enhanced customer service levels. This also helps smaller businesses to appear larger than they actually are.



A better experience

ICS enables end users to appear excellent in terms of their call management capabilities, as well as providing a better customer experience, with calls connecting successfully.



Why BT Wholesale?

The market for inbound calls in the UK is worth £1bn for service providers, and BT Wholesale has unparalleled experience and capabilities to help resellers to win a share of this.

Our integrity, stability, scale and resources enables us to continue investing in the very best networks in the industry, so that we can meet the precise needs of businesses of any type or size.

We even have a dedicated Migrations team that will help prospective customers to migrate to BT Wholesale quickly and easily.

Planned future enhancements to ICS will ensure that it remains a cutting-edge solution for many years to come.



BT Wholesale means total confidence

You can have complete peace of mind, knowing that our services are backed up by our highly resilient network, which offers over 99.995% availability. We have no channel conflict and aren't allowed to share confidential customer information. So when you're bidding for business, we won't be bidding against you. Finally, we have unparalleled number porting capabilities, as we have agreements with all of the UK's major telcos.



The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

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