

Intelligent Call Services (ICS)

Give your customers complete control over their incoming calls



If you're seeking to provide inbound services with added value, our new Intelligent Call Services provide the ideal answer. Your customers can now enjoy smarter call handling, thanks to our powerful suite of features, which comes with a range of statistical and analytical capabilities. These services are all controlled through an intuitive, state-of-the-art portal which will allow your customers to configure and manage all of the features themselves.

Our Intelligent Call Services complement our existing Inbound Services. They provide the most advanced set of inbound features available in the market today, which in turn lead to a greatly enhanced customer experience for end users.

Did You Know?

- Our intelligent network can deal with 1,400 calls per second and handles an average of six million calls per day.
- During the Finals of 'The X Factor' and 'Strictly Come Dancing', our network answered over 12 million calls, with 225,000 votes being registered in a single minute.
- Our Inbound platform has a reliability level that exceeds 99.995%.



Email clientreception@bt.com or call

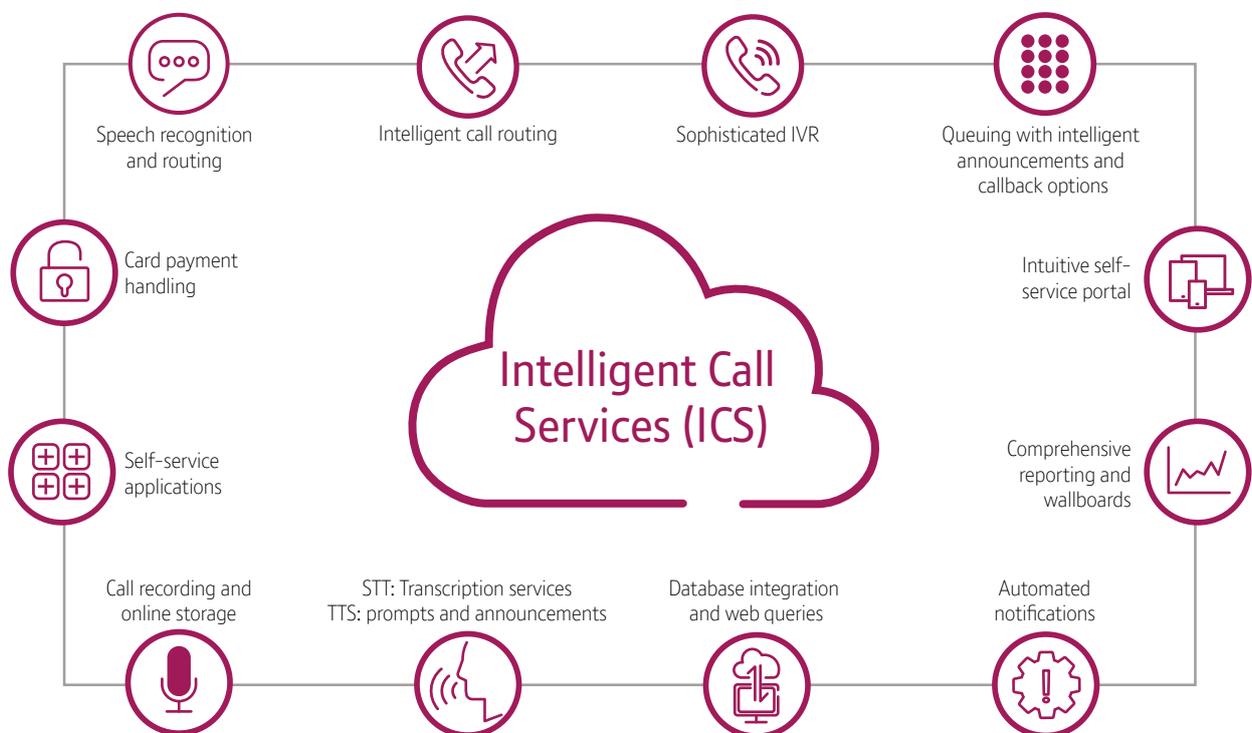
0800 671 045

www.btwholesale.com/ics

The right features

BT Wholesale's Intelligent Call Services incorporate highly advanced call features, some of which many businesses were previously unable to afford. . These include sophisticated Interactive Voice Response (IVR); call recording, storage and transcription; high-volume call queuing; and wallboards that provide live information as well as scheduled and historic reports.

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



The right opportunities

ICS offers a combination of superior features and very attractive commercials. It enables both you and your customers to brand the proposition as your own. ICS adds great value to our Inbound Services solution when combined with other products from our Hosted Communications Services portfolio.

Our solution is suitable for businesses of any size and across all verticals – from SOHO and SMEs through to large enterprises and government; from communications and retail through to transport and utilities.

Big Benefits

- **Cost efficiency.** Although our Intelligent Call Services are very advanced, they are also affordable and scalable, providing cost-effective and smart call handling for UK businesses on a Pay As You Go basis.
- **A great customer experience.** Better and faster call handling boosts efficiency and productivity, leading to greatly enhanced customer service levels – and helps to eliminate lost business due to unanswered calls.
- **Increased flexibility.** End users can monitor their services and adjust them instantly, enabling them to make changes in real time to the way calls are routed and handled, so that they can meet changes in demand.
- **Superior reliability.** Our services are backed by BT's UK network, which is unparalleled in terms of its size, scale and reliability.

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 in excess of 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.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

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