



# INBOUND SERVICES

Help your customers talk the talk

BT Wholesale gives your customers smarter call handling, now and for the future.

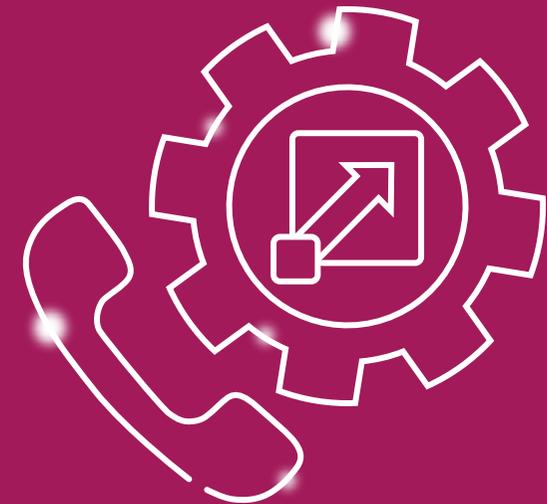


# Helping your customers talk the talk

Communication is one of the key facets of any business and in today's world there are many methods of communications, but we can't forget the most important and original method: talking. More and more businesses, from large corporate to SMEs want to make sure they provide an impeccable customer experience, so it's no surprise they seek out high quality Inbound Services.

## Providing the best voice services

At BT Wholesale we pride ourselves as being a leading supplier of voice and inbound services to businesses throughout the UK. Our Inbound Services can benefit you greatly as they serve as a gateway to a market that remains business-critical and highly profitable. Not only will you be able to take advantage of traditional inbound features but they can also be combined with our Hosted Communications Services (HCS) products to give you a complete portfolio of cost-effective solutions.



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# Inbound Services

With our Inbound Services you will be able to help any customers looking to find an optimal solution, safe in the knowledge that they're backed by a reliable UK supplier. You can also sell to your existing customers to help them replace their current services for a more flexible, complete solution which comes with more capabilities. This is all made easier by a range of great features:

**Easy implementation.** You can order and use our Inbound Services as a stand alone product to complement your existing portfolio. Alternatively you can order as part of a complete solution to meet your individual customer needs.

**Simple rebranding.** You'll benefit from an easy-to-use white labelled portal which enables you to rebrand the product as your own service. You will also be able to allow your customers access to configure and monitor their own services.

**Major connections.** As we are interconnected to all the major network operators, you'll have the ability to import existing numbers. And with BT Wholesale there is no channel conflict as we are separated from other downstream lines of business.

**Improved call rates.** With competitive rates and revenue sharing opportunities you'll benefit from high margins and if you integrate with other HCS products you'll improve your call rates even further.

## Did You Know?

- Freephone, fixed rate or premium rate numbers can be routed anywhere in the world
- 99.8% of calls are successfully switched through our network
- Our network can handle over 1,600 calls per second
- By using Freephone numbers your customers can increase rates by up to 185%<sup>1</sup>

[1] Source: Institute of Direct Marketing

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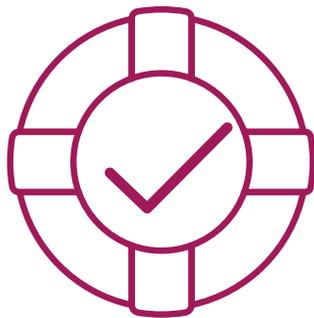
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## Key benefits for you

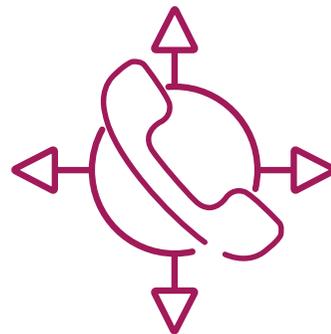
### Care and attention

You'll receive all the help necessary to make sure you can maintain a solid inbound solution, including after-sales support, one-to-one training and a technical helpdesk. Our network is resilient, offers 99.999% availability and is fully supported and maintained 24/7.



### Call handling features

We have plenty of call handling features, such as call queuing with monitoring, hold music, interactive voice response and voicemail to email. Detailed call stats and dynamic call management is also available and will allow your customers real-time changes to call-flows.



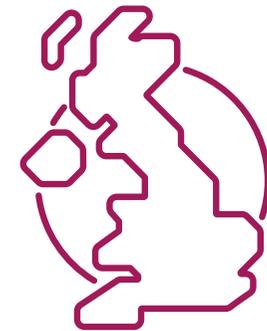
### High capacity and high quality

Our resilient network can handle over 1,600 calls per second and is designed to deliver 99.995% availability, meaning you'll benefit from a high rate of quality calls.



### Non-geographic numbers

You'll have greater flexibility in what you can offer to your customers, including Freephone, fixed rate or premium rate numbers that can be routed anywhere in the world as well as additional services such as road traffic advice and financial services.



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# Key benefits for your customers

## Low cost and high margins

With competitive rates that'll grow as your customer's business grows, they'll be able to reap high margins. Integrate our 'One Voice' package and the more inbound products added, the better your customer's rates will be.



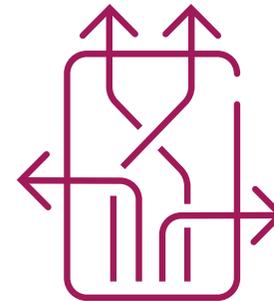
## Added value

Not only will your customers be able to enjoy improved rates and a more efficient inbound service, but with a Freephone number they could increase their response rates by up to 185%<sup>1</sup>.



## Complete control

Your customers will benefit from full flexibility and features such as instant dynamic call management and a range of other services. They will also maintain full control over call routing and have access to statistical data enabling them to make changes in real time.



## Reputation and support

You'll be able to offer your customers an Inbound Services platform that boasts 99.999% availability from one of the UK's most reliable suppliers, giving them complete peace of mind. They'll also benefit from technical support and on-going training.



[1] Source: Institute of Direct Marketing

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## BT Wholesale means total confidence

With a total inbound call market worth £1bn a year, we supply many FTSE 100 companies and SMEs alike. Our integrity, stability, scale and resources means we continue to invest in the very best networks in the industry, to exactly match the needs of all our customers – whatever their shape or size.

Add further value to your customers by combining our Inbound Services with our outbound calls services – Wholesale Calls. They'll benefit from competitive rates on all their business calls, peak and off-peak.

**Give your customers smarter call handling now and for the future. We make it possible.**



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 reserve the right to change prices and delivery charges.

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