

# INBOUND SERVICES

The UK's widest range of high-quality services



The way customers communicate is changing. Yet nothing has replaced the need to 'talk'. In fact, in our increasingly demanding, highly competitive, customer-centric markets, that need has increased. More and more businesses, from large corporations to SMEs, are turning to fully flexible, high quality Inbound Call services to vastly improve their customer experience.

As a leading supplier of voice services, we provide the widest range of high quality services in the UK. Our Inbound Services are your pathway to a market that remains business-critical and highly profitable.

## Inbound Services is new revenue for you

Our Wholesale Inbound Services give you all the flexibility of non-geographic numbers, smart call handling, dynamic call stats and analysis. It's your opportunity to build new revenue streams.

## Did You Know?

- **BT Wholesale Inbound Services offer full flexibility.** Our non-geographic numbers offer a wide range of services, from financial services to road traffic advice and tele-voting on TV programmes<sup>1</sup>
- **Increased response rates.** By using freephone numbers your customers can increase rates by up to 185%<sup>2</sup>
- **99.995% availability.** We can handle over 1,600 calls per second with 99.98% of calls successfully switched through the network.



[1] Source: Ofcom, Review of Non-geographic Calls Services

[2] Source: Institute of Direct Marketing



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**0800 671 045**

[www.btwholesale.com](http://www.btwholesale.com)

Our call handling features include call queuing with monitoring, hold music, interactive voice response and voicemail to email. And detailed call stats and dynamic call management allow your customers real-time changes to call flows in an instant. Built for the fast-moving future of business.

## Find real flexibility in non-geographic numbers

Non-geographic numbers are used to offer many services, from financial services to road traffic advice and media tele-voting. Offer your customers a freephone, fixed rate or premium rate number that can be routed anywhere in the world. And our dedicated, high capacity, fully resilient network means they can choose how, when or where to scale up or down to match call demand. Whatever the size or shape of that demand.

## Keep your customers' cost low and your margins high

Competitive rates and revenue sharing opportunities for you and/or your customers allow you high margins. Our 'One Voice' package means that the more inbound products you add, the better your rates. Combine Wholesale Inbound Services with our outbound calls service - Wholesale Calls, and get discount rates on peak and off-peak business calls.

## Big Benefits

- **Full flexibility and features.** Non-geographic numbers, instant dynamic call management and a multitude of services you and your customers can pick and choose from
- **High margins.** Wholesale Inbound Services deliver high margins, using fixed and premium rate numbers to create revenue sharing opportunities. Make the most of our inbound and outbound calls services by combining them to get even better rates
- **Added Value.** You'll be able to offer your customers free number rentals and dynamic call statistics so they can monitor their business in real time. This means if they need to change something within their call centre, you'll be able to act without delay and provide imminent assistance
- **Excellent quality, all across the UK.** We've made large nationwide investments in dedicated, high quality, resilient networks with availability anywhere in the UK
- **Our care and attention.** You get excellent after-sales support, including one-to-one training, a technical helpdesk and efficient maintenance. The network is fully supported and maintained, 24 hours a day, seven days a week.

## 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.

**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 may vary prices and delivery charges.

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