

# WHOLESALE CALLS

A top-quality telephone service



The internet has revolutionised our communications. But it's easy to forget that the majority of businesses still rely on traditional telephone calls.

We provide the widest range of voice services in the UK. Our Wholesale Calls product is a white-labelled telephony solution, made for you. Offer your own high quality branded telephone service without major upfront investment or high running costs.

## Understanding Wholesale Calls

Wholesale Calls is based on the Access line products your customer has installed. This line could be provided by BT Consumer (BTC) or BT Business (BTB), using the PSTN copper line, ISDN2 or ISDN 30 technologies. Alternatively it could be provided by another CP, or yourself, using the Wholesale Line Rental product (WLR).

Please note, WLR is owned by BT Openreach and we advise you to order this product directly with Openreach. You can also order it via BT Wholesale - just speak to your Account Manager and they'll order it for you and invoice you directly, including a small handling charge.

## Did You Know?

- **Complete control.** Wholesale Calls offers you complete control over your customer relationship, including marketing and pricing strategy
- **High quality.** Wholesale Calls are available on BT maintained lines
- **Effortless access.** New customer orders can be placed easily via a user friendly web portal
- **Added features as standard.** The Wholesale Calls service includes a suite of call features and call barring options.



Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

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

## Complete flexibility

Choose from our two Wholesale Calls options:

**Wholesale Calls Line Independent (WCLI)** – a ‘calls only’ service with no lines to maintain.

**Wholesale Calls Line Associated (WCLA)** – service with calls and lines combined.

If a CP does not own the WLR line, the only option available is WCLI and it can be added to a BTC, BTB or another WLR-owned line. Benefits include specific rate plan discounts, flexible Call Barring options offered free of charge, the ability to order through BT Wholesale portals, flexibility to win new calls business and a technical helpdesk available 5 days a week.

If a CP does own the WLR line, both options are available. If nothing is done, WCLA will be active on the line. Calls will then be invoiced automatically via Openreach billing systems using the base default rate plan. If WCLI is ordered from the BT Wholesale Portal, it will override the rate plan and features offered by WCLA once it is applied to the line.

You can benefit from our Wholesale Calls Volume Discount Scheme (WC-VDS) on either option. It gives you competitive rates based on your monthly spend commitment. Get in touch with the Account Manager to find out more.

## Fully managed and versatile

While you concentrate on selling, we’ll do the rest... and a little more. Wholesale Calls can be provided over Public Switched Telephone Network (PSTN) or Integrated Services Digital Network (ISDN) lines. It’s a fully managed service with excellent in-built support and maintenance. Plus, we offer quick and easy migration regardless of the number of lines.

## An easy choice and effortless set up

It’s a ‘why not’ proposition. People often think it’s hard to change their calls service, but we’ve been making quick, seamless transitions for every type of business for over 10 years. There’s no set-up fee, installation charge, new lines or equipment needed. No need even for the end user to change telephone numbers. Through you, they’ll get exactly the service they expect from a high quality calls provider.

## The simplest way to offer more

Wholesale Calls is also the simplest way to engage new customers. And a perfect platform to introduce the most up-to-date services, such as high-speed broadband, IP voice and video conferencing.

As a world-leader in communications, our research, development and large-scale investment in technology and infrastructure means we have all the understanding and expertise to support you and your customers towards the next generation.

### Big Benefits

- **Complete control, full flexibility.** You own the customer relationship. You decide how you want to price and market the product
- **Big costs, covered.** We’ve made the high quality investments in network and service, so that you are free to concentrate on exactly what you and your customers need
- **Grow your business.** Wholesale Calls is the simplest way to engage new customers. And an easy way to introduce them to other great products
- **High quality guarantee.** Wholesale Calls uses our resilient, high-performance network, with excellent network availability
- **Excellent reporting.** Easy access to detailed call data and reassuring fraud detection files
- **Our care and attention.** You get excellent after-sales support, including one-to-one training, a technical help-desk and efficient maintenance. The network is fully supported and maintained, 24 hours a day, seven days a week.

### BT Wholesale means total confidence

More than 2.3 million UK homes and businesses benefit from our Wholesale Calls product. Our integrity, stability, scale and resources mean we have invested in the very best networks in the industry and offer the greatest flexibility. No matter what your size or scale, you’ll get our full attention.

**Give your customers a telephony service made for them. 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.

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.

© British Telecommunications plc 2015.  
Registered office: 81 Newgate Street, London, England EC1A 7AJ.

PHME 67356

Issue: 2\_0715

Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

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