

Intelligent Call Services (ICS)

Complete control and management of inbound calls

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Smarter call handling

Smooth, fast and reliable communications are the lifeblood of any business. Inbound calls must be handled quickly and managed effectively. And there are many traditional Inbound Services solutions available that can do that for you.

However, you and your customers may require much more capability from your Inbound Services solution. Your requirements might include your own branded service, or 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 their services for themselves.

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

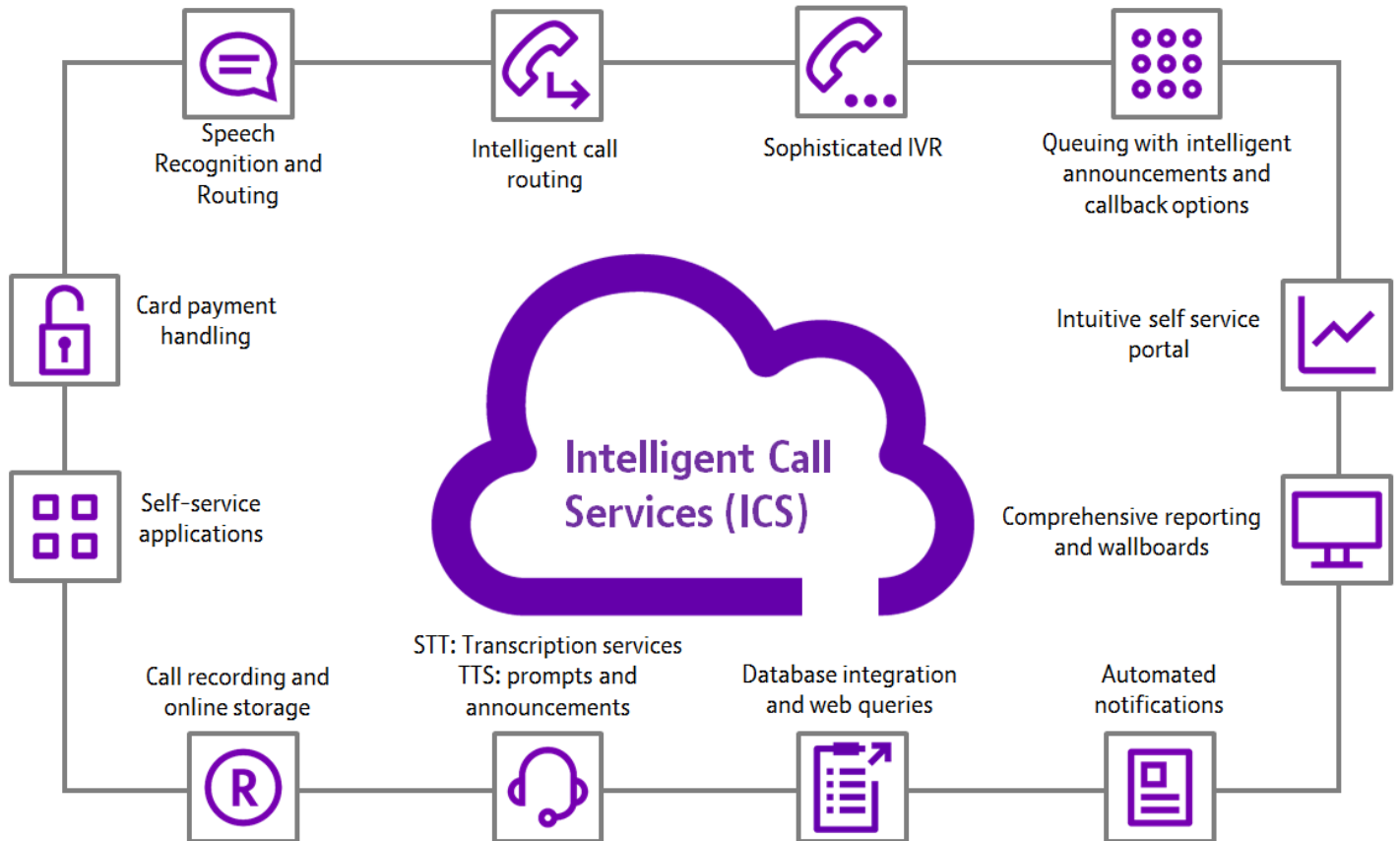
- Manage the peaks and troughs of inbound traffic more effectively
- Meet financial and regulatory targets through better call handling
- Eliminate the poor handling of inbound calls which is costing them business

Customers are increasingly looking for a solution that includes cost-effective, flexible and scalable call management 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 sizes.



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.

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 exiting 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.



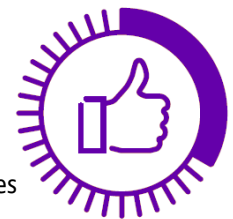
More features

ICS has a lot of sophisticated functions that were previously out of the reach of many organisations. And not in a complete, white label PAYG cloud solution that provides a single user experience



A better service

Fast and effective call handling boosts efficiency and productivity, leading to 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.



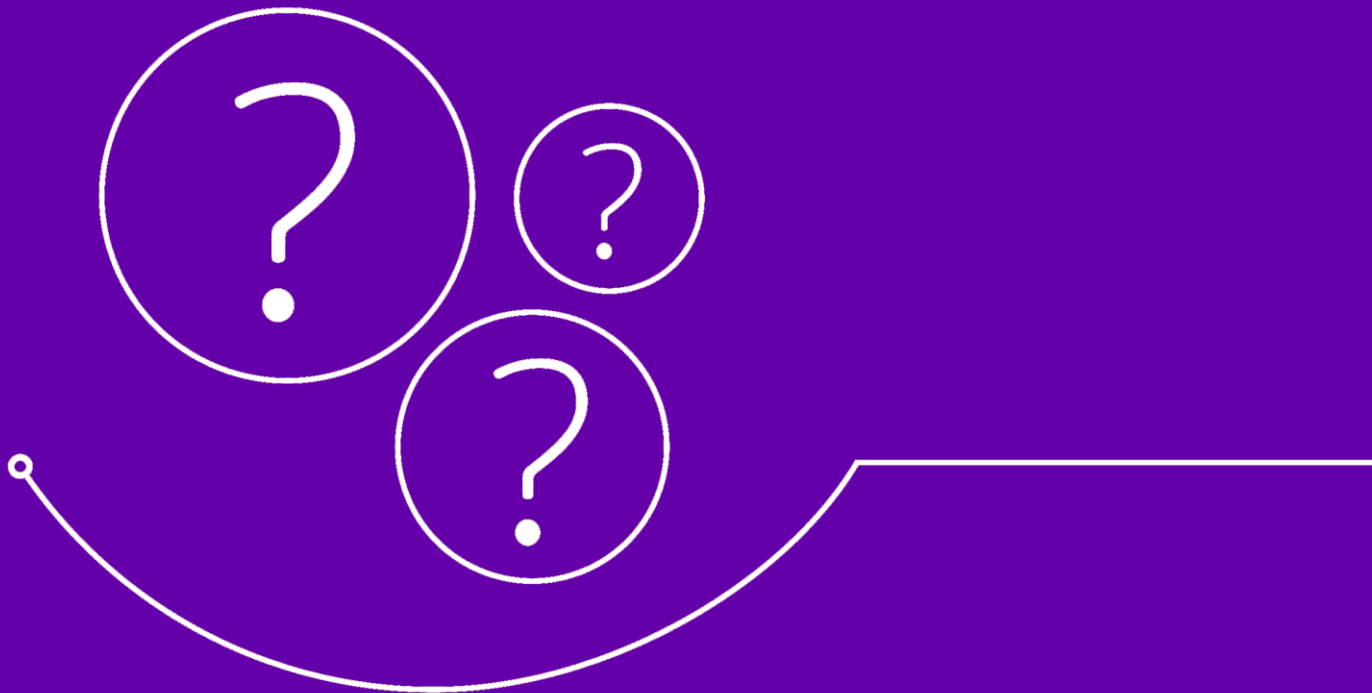
Why BT Wholesale?

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

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 can even provide 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.



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