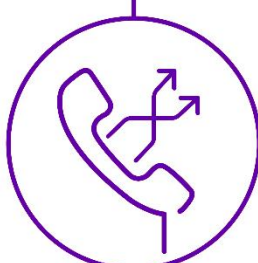


# Turn your inbound calls into a great customer experience

## Recognising the issue

**Your customers could be losing out if they haven't got sophisticated call handling:**

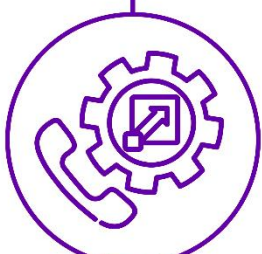
- Coping with the peaks and troughs of inbound calls
- Meeting financial and regulatory targets
- Inefficient handling of inbound calls can mean missed business



## Inbound Services

**BT Wholesale's Inbound Services has always offered:**

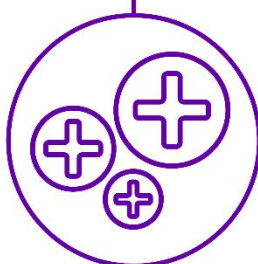
- Flexible and reliable inbound calling at excellent rates
- The widest range of high quality voice services in the UK
- The opportunity to build new revenue streams



## Adding even more value

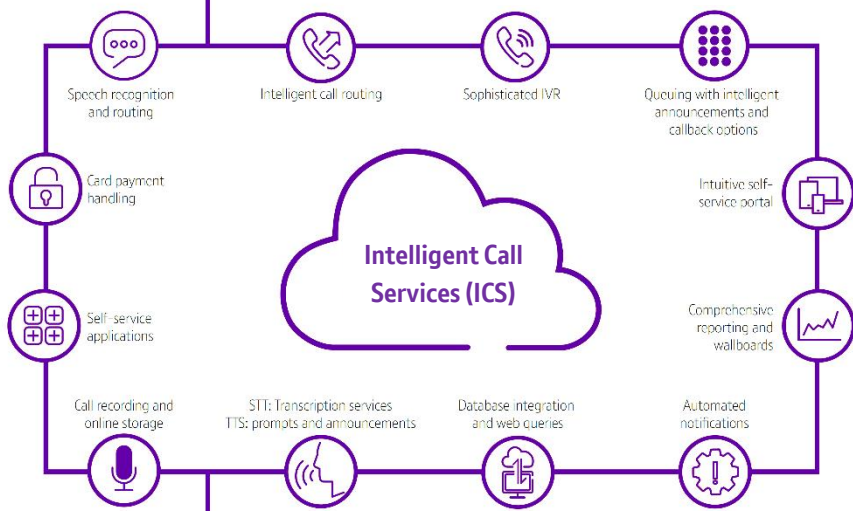
**Now we've gone much further by developing Intelligent Call Services (ICS):**

- A very highly advanced suite of call features
- A fantastic commercial proposition
- ICS greatly expands what we can offer customers as Inbound Services solutions



## A range of great features

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



## It opens up new opportunities for you...

- A new revenue stream
- ICS can be branded as a white-label solution for both you and your customers
- The chance to bundle ICS with other products from our portfolio



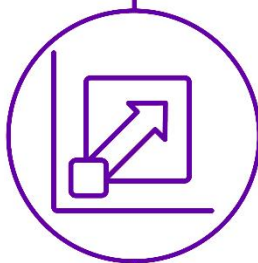
## And many powerful benefits...

- **Ease of use.** ICS has an intuitive and user-friendly portal, so your customers can configure and manage services themselves
- **Cost-effectiveness.** ICS is high quality but affordable, and we use simple pricing with no hidden costs
- **Excellent support.** Our after-sales support includes one-to-one training, a technical helpdesk and efficient maintenance.



## ...and that's not all...

- **Increased efficiency.** Automated call handling enables customers to optimise staffing levels.
- **Greater flexibility.** Users can monitor the services and make instant adjustments.
- **Higher customer satisfaction.** Effective call handling leads to a greatly enhanced customer experience.



## Peace of mind

**Our services are backed by BT's network, which is renowned for its reliability and resilience.**

