

INTELLIGENT CALL ROUTING

Intelligent Call Routing is designed to handle incoming calls in the most appropriate and efficient manner possible. These services allow a company to choose between having the caller pay for the call, sharing the cost of the call with the caller or giving the caller a free call by using "Non-Geographic" numbers such as 0844, 0800 or 090X services.

Due to the sophistication of the Intelligent Network (IN), there are a number of advanced routing options or Call Plans which can be applied to IN services.

These call plans will route a call to one geographic destination or several geographic destinations based on the following options;

- **Time of day routing**

Allows a complete range of time specific routing such as the routing of calls during working hours to a main number, while out-of-hours calls are sent to a secondary site or a voicemail system.

- **Day of week routing**

Allows pre-programmed routing based upon the day of week, with the option of individual days being allocated specific routing plans.

- **Calendar Date Routing**

Allows pre-programmed routing for specific days, separate from the day of week routing. This is particularly useful for public holidays, or for efficiently managing staff holidays.

- **Area of Origin Routing**

Offers a complete geographic routing capability based upon the STD code system. The level of granularity for this routing can be extended down to the individual local exchange level, or even down to an individual telephone number. Bespoke default destinations can be programmed for non- geographic sources such as cellular networks.

- **Ratio Distribution**

Offers the ability to distribute traffic upon a percentage distribution basis. This feature is useful where there are a number of different sites receiving calls from a single IN number and it is important to distribute calls evenly among the sites.

- **Intelligent Diversion**

Offers the ability to route calls on an overflow basis, if the primary destination is engaged or unanswered. The diversion upon no answer can be offered on a bespoke ring period before the alternative destination is invoked, for example routing to the alternative destination after 10 or 15 seconds of ringing. The IN platform differentiates between engaged and unanswered destinations and offers the ability to re-route according to each individual failure.

- **Alternative Routing Options**

Offers the ability to create multiple routing plans which can be held dormant until required. The activation of an alternative routing plan can take place via DTMF routing. This provides the ability to design multiple disaster recovery routing plans, or a range of plans to meet specific planned scenarios.

- Network Bureau Service (IVAS platform)

As a further enhancement to the above options, an IVAS platform allows a range of simple or sophisticated interactive dialogues to take place. Callers can receive recorded information, or be guided through menus for order taking applications. Callers can be connected to live operators if required. Such a service would normally require a major capital investment – however we can supply a full bureau service as an optional extra. Typical examples of applications employing this option include Auto Attendant functionality allowing calls to be routed to multiple call centres within the United Kingdom, based upon interaction with the caller. The voice menus can be recorded to bespoke requirements with professional DAT recordings. There are no limits to number of destinations available from the IVAS platform and the system can hunt across multiple destinations if sites are busy. Sub menus can then be offered, each utilising independent routing plans.

The IVAS platform offers tone detection with simple voice recognition available as an alternative. The system can also perform call queuing functionality allowing the maximum utilisation of delivery channels.

DTMF ROUTING

This feature is for use with Non-Geographic Numbers. This gives customers the ability to self provision changes to their active call routing plan on the IN platform.