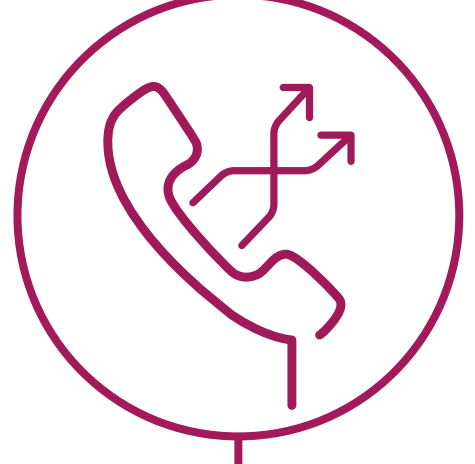


Turn your inbound calls into a great customer experience

Recognising the issue

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

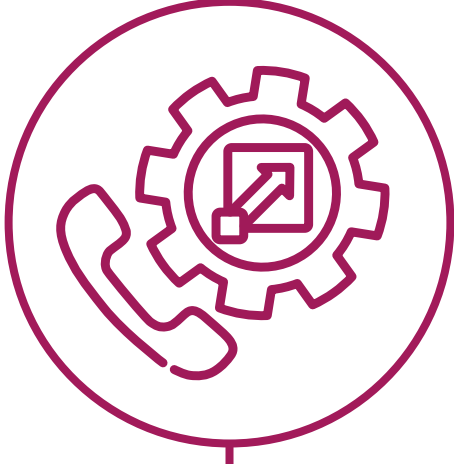
- Coping with the peaks and troughs of inbound calls
- Meeting financial and regulatory targets
- Inefficient handling of inbound calls can mean missed business



Inbound Services

BT Wholesale already provides a great Inbound Services solution, offering:

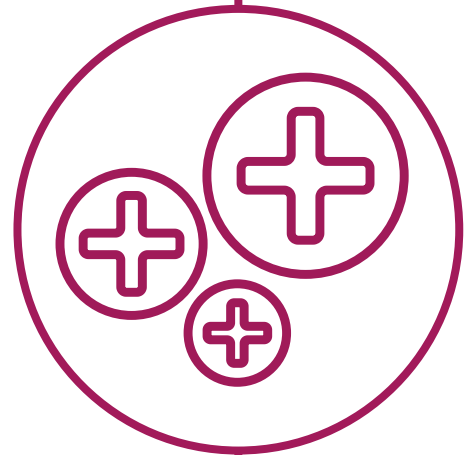
- Flexible and reliable inbound calling at excellent rates
- The widest range of high quality voice services in the UK
- The opportunity to build new revenue streams



Adding even more value

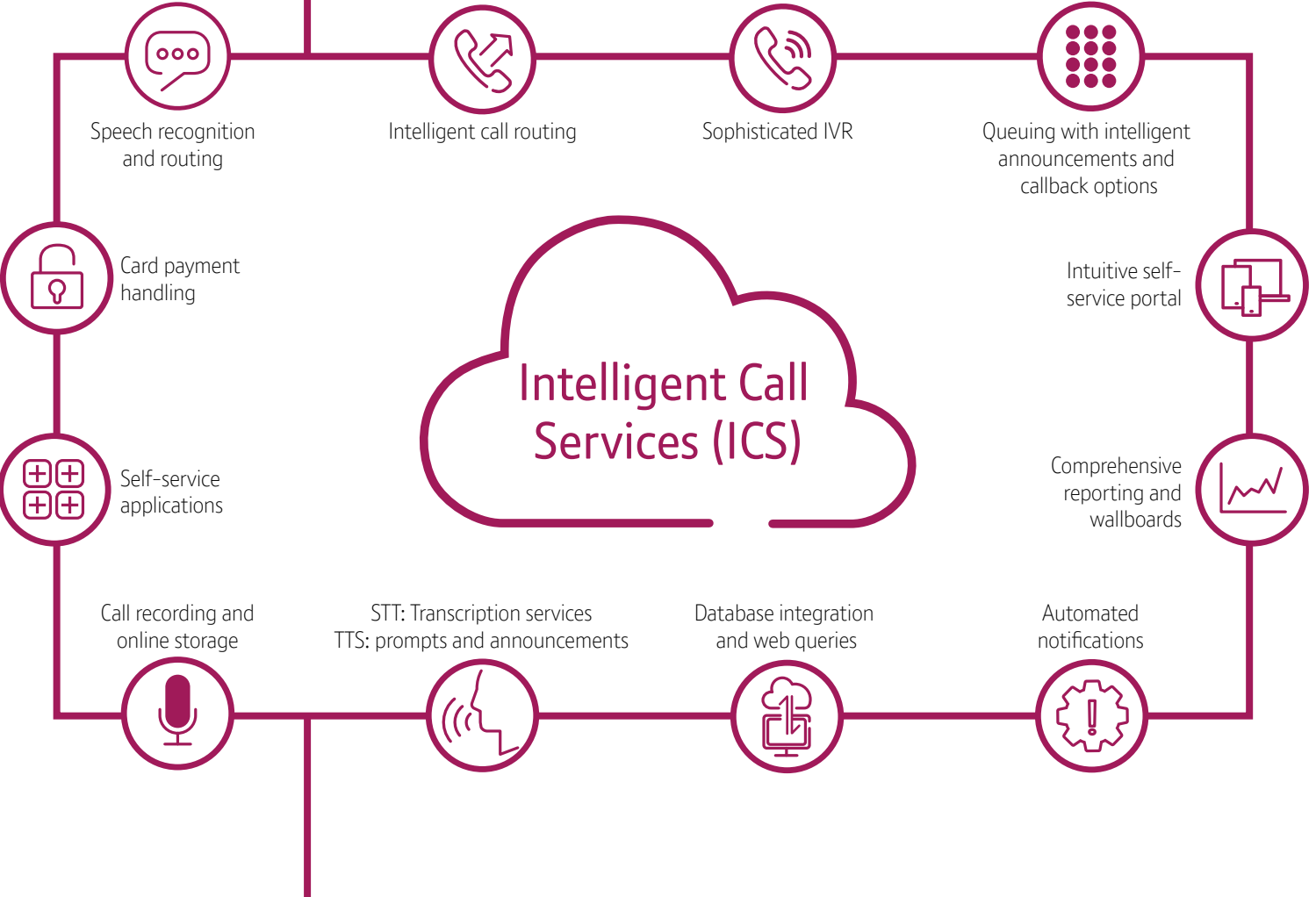
Now we've taken things a step further by developing Intelligent Call Services (ICS).

- A very highly advanced suite of call features
- A fantastic commercial proposition
- ICS complements our Inbound Services solution



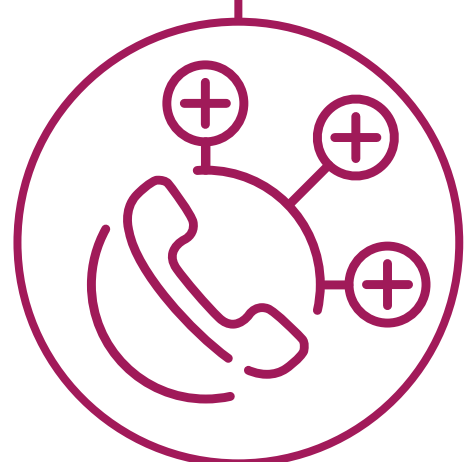
A range of great features

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 the 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:

- It can deal with 1,400 calls per second
- It handles an average of six million calls per day
- It offers in excess of 99.995% availability



Want to know more?

Visit www.btwholesale.com/ics

The information in this publication was correct at the 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.
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