



BUSINESS TELEPHONY SERVICES
DIRECTORY ENQUIRIES SERVICE
LEASED LINE SERVICES
LINE RENTAL
□ NON GEOGRAPHIC SERVICES
PREPAID PHONECARD SERVICES
PREMIUM RATE SERVICES
REMOTE WORKER SERVICES
SMS SERVICES

DATASHEET

NON GEOGRAPHIC SERVICES

Redstone Telecom Voice Solutions

Redstone Telecom operates one of the UK's most extensive switched voice networks. Based on a strategic partnership with BT Wholesale, Redstone Telecom's services combine competitive tariffs with dedicated customer service capabilities and a broad range of products and services designed to meet specific business needs and challenges.

Redstone Telecom is a single source of contact for all telecommunications requirements including Calls, Line Rental, Non Geographic Services and Premium Rate Services.

Product overview

Redstone Telecom Non Geographic Services support the following call types:

- Freephone (0800)
- Local Rate (0845)
- National Rate (0870 and 0871)

Each calling type is supported by Redstone Telecom Call Routing features, IVR and customer reports covering complete and incomplete calls.

Typical implementations

- Freephone services may be used by organisations wishing to generate inbound calls, for example, where orders are taken over the phone. The call is free to the calling party, providing an extra incentive for them to phone in.
- With a National Rate number, the calling party pays the entire cost of the call. A typical application may be the sale of concert tickets. The organisation knows there will be significant demand for tickets, and uses the IN platform to distribute calls to different Call Centres for fulfilment. National Rate services are often provided on a revenue share basis.
- With Local Rate services, both the calling party and the called party pay a pence-per-minute (ppm) rate for the call. Local Rate is often used by financial institutions, who want to give their customers a cost effective way of calling from anywhere in the country.

Key features & benefits

- Implementation of new services can be established for customers within a matter of hours.
- Access to statistics on successful and unsuccessful calls.
- Quality of service guaranteed through Redstone Telecom's partnership with BT Wholesale.
- Rapid development of new applications on the IN platform.
- Fully compatible with Redstone Telecom's SMS, PRS and Line Rental Services.

Return on investment

- Competitive pence per minute (ppm) rates for Freephone, Local Rate and National Rate call types.
- Number portability with BT, C&W and NTL ensures that any previous expenditure on advertising these numbers is not wasted.
- Low set-up charges for Call Routing features: far more cost effective than purchasing standalone equipment to provide this functionality.
- Customer Management Reports can be used to measure effectiveness of Call Centre staff, whilst geographic reports measure effectiveness of advertising.

Ongoing support

The core network functionality is maintained on Redstone Telecom's behalf by BT Wholesale. Redstone Telecom's specialist inbound sales team is on-hand to set up new numbers and call routing options, whilst the dedicated 24/7 Customer Services operation comprises teams of highly skilled staff to provide advice and help resolve any customer issues.

IVR Platform

- DTMF based capability (e.g. Press 1 for Sales, 2 for Customer Services). Voice files can be uploaded directly from a web interface.

Customer Reports

- Web based management reports provided in near real-time. Customer reports based on successful and unsuccessful calls can be viewed, printed and saved from the web interface.



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Redstone Telecom provides high quality and reliable telephony network services to the private and public sector. Our portfolio includes Business Telephony, Line Rental, Non Geographic Services, SMS and Premium Rate Services. Redstone Telecom has a strategic relationship with BT Wholesale guaranteeing service quality and availability. This is complemented by customer-focused services including Implementation, Account Management and Customer Support.

Call Routing Features

Feature	Functionality
Customer Announcement	Enables calls to terminate on customer recorded announcements.
Time of Day	Calls are routed to an alternative destination after a pre-set time (eg to a third party Call Centre after 6.00pm).
Day of Week	Calls are routed to an alternative destination on certain days of the week (e.g. Saturday and Sunday).
"Special Day"	Calls are routed to an alternative destination on certain days, such as Christmas Day.
Geographic Based Routing	Calls are routed based on the geographic CLI of the Calling Party. This allows the country to be divided into defined areas, such as cities, TV Regions, or postcodes.
CLI Based Routing	Calls are routed based on the full CLI of the calling party. Can be used to provide different levels of response to membership organisations.
Divert on Busy	Calls are routed to an alternative destination if the primary destination is engaged, out of service, or if there is no answer.
Proportional Call Distribution	Uses % distribution to route calls to different destinations. For example, 32% are routed to Call Centre A, 68% to Call Centre B.

Technical Specification

Core IN Platform

- Geographically resilient platform with dual nodes located in London and Manchester.
- System resilience on each site using hot standby of the main items, with automatic switchover in the event of hardware or software failure.
- Ability to protect itself in real-time in the event of large traffic spikes associated with Mass Calling Events.

Why Redstone Telecom?

Redstone Telecom has many years' experience in the delivery of Non Geographic Services for UK enterprises. Redstone Telecom is a single source of contact for all Non Geographic requirements including Calls, Call Routing Plans, IVR Technologies, Customer Reports, Line Rental, PBX systems and Wide Area Networking. These underlying strengths are complemented by a network managed by BT Wholesale, together with a range of customer-focused services provided and supported by Redstone Telecom, including Implementation, Account Management and Customer Support.

