



Business

INBOUND SERVICES

G-Cloud 15: **Service Definition Document**

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Brand Statement

Buyers entering into a Call-Off Contract will be contracting with Virgin Media Business Limited ("The Supplier").

On the 1st August 2025 Virgin Media O2 Business and Daisy Group merged to create a new B2B telecoms powerhouse – O2 Daisy.

O2 Daisy is fully consolidated by Virgin Media O2 with a 70/30 ownership structure with Daisy Group. The corporate brands Virgin Media O2 Business, Virgin Media Business and O2 Business remain.

For contracting purposes, customers of these brands contract with Virgin Media Business Ltd. Depending on the services to be provided, affiliate companies may act as billing and collection agents, such as Telefonica UK.

1.0 Overview

As part of its Customer Contact Solutions, the Supplier provides Inbound Services using Geographic on Intelligent Network (IN) and Non-Geographical Numbers (NGNs), which translates inbound calls from each Geographic on IN or NGN number to UK Geographic termination numbers. Delivery of the Inbound calls is typically to a Buyer's Service Desk, Contact Centre or PBX extension within the UK.

The service provided routes all calls using call plans that can be configured through access to a web-based Buyer call plan portal. The service supports basic number translation, which is commonly described as one-to-one (or 1-2-1) routing and also supports more complex call plans such as Interactive Voice Response (IVR) announcement WAV files and agent skills based routing plans.

The Inbound Service utilises the capabilities of the Supplier's Intelligent Network (IN) and the routing rules associated with the Inbound Geographic on IN and NGN numbers to deliver the incoming call(s) to any UK based Geographic number for termination, irrespective of the Licensed Operator (carrier) supplying the designated landline number.

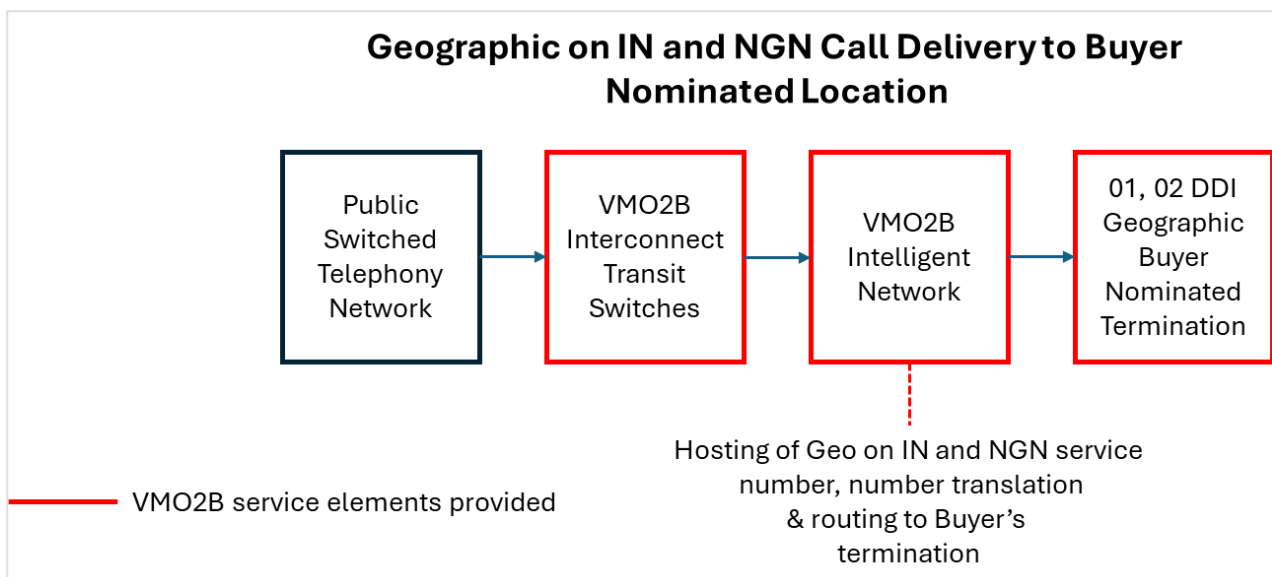
The Supplier's IN is built using a geographically diverse architecture, which is directly connected to the Public Switched Telephone Network (PSTN) to receive and route calls. The service is monitored and managed from the Supplier's National Operations Centre, located within the UK.

There is a range of NGNs from 08xx and 03xx, to premium-based 09xx numbering, from our own range of NGNs and Inbound Geographic numbers supplied by Ofcom.

If the Buyer has an Inbound Geographic on IN or NGN service delivered by an Other Licensed Operator (OLO) and wishes to keep the existing number, we shall 'Port' the existing number from the originating supplier over to our own network.

Porting shall only be available where technically feasible and where porting agreements are in place between us and the OLO. A Service Level Agreement (SLA) shall be in place to cover porting between the OLO and us. We shall also offer time frames for porting outside of normal working hours.

The figure below provides a view of the core elements that the Supplier provides as part of the Inbound Service NGN number translation in the network:



2.0 Call Plan Package Options

Our service supports four different call routing plan package options for selection:

1. **One to One.** Basic static routing and origin routing. There is a self-service web portal and reporting capability.
2. **Scheduled.** This package adds additional intermediate level static routing by time of day/date and ratio routing.
3. **Interactive.** This package adds dynamic routing and Network IVR with the use of pre-defined icons, which can be built using a call flow builder in the web portal.
4. **Contact Lite.** This package adds network queuing with skills-based routing.

The table below details the features available within each of these package options, which can be managed in the web-based administration portal:

● Denotes feature availability in the package option.

	One to One	Scheduled	Interactive	Contact Lite
Routing Features				
Basic Static Routing	●	●	●	●
Blacklists/Whitelists	●	●	●	●
Divert on no Reply/Busy	●	●	●	●
Emergency Routing	●	●	●	●
Area of Origin (CLI) Routing	●	●	●	●
Phone Book Upload	●	●	●	●
Intermediate Static Routing				
Time of Day Routing		●	●	●
Day of Week Routing		●	●	●
Special Date Routing		●	●	●
Ratio Routing		●	●	●
Sequential Hunting		●	●	●
Advanced Dynamic Routing				
Call Plans			●	●
Pre-Call Announcement			●	●
Extension Dialling			●	●
Call Limiter Prompts			●	●
DTMF Digit Collection			●	●
Variables			●	●
Branch Counter			●	●
Online Administration Web Portal				
Administration Portal	●	●	●	●
Set-Up Own Users	●	●	●	●
User Profiles	●	●	●	●
Graphical Routing Plan Interface	●	●	●	●
Enhanced Features				
Network IVR & Menus			●	●
IVR Wav File Upload			●	●
IVR Announcement Control			●	●
Network Queuing & Queue on Busy				●
Position in Queue Announcements				●

	One to One	Scheduled	Interactive	Contact Lite
Enhanced Features				
Skills Based Routing & Skill Groups				●
Agent Phone & Web Login/Out				●
Longest Idle Agent Routing				●
Fewest Call Routing				●
Least Answer Time				●
Reporting				
Historical Reporting	●	●	●	●
Real-Time Reporting	●	●	●	●
CDR Downloads	●	●	●	●
Service Number Reporting	●	●	●	●
Destination Number Reporting	●	●	●	●
Origin Reporting	●	●	●	●
Agent Reporting			●	●
Skills-Group Reporting			●	●

3.0 Primary Features

Routing Features

- **Basic Static Routing:** Create one to one call plans that route inbound calls made to an NGN to a configured destination fixed UK Geographic number
- **Black Lists and White Lists:** CLIs added to the Black List will block these CLI calls to either a group of NGN service numbers or all service numbers. CLIs added to the White List will create a preference for processing with a call routing plan.
- **Divert on No Reply or Busy:** Automatically diverts calls from the main number to any fixed UK Geographic number specified when: the first number is busy, not replying, or the select route has failed.
- **Emergency Routing:** This call plan serves as an alternative routing plan from the main number to any fixed UK Geographic number in emergency situations like the failure of all destinations for a service number or service number group.
- **Area of Origin (CLI) Routing:** The ability to route calls to different destinations depending on the originating area code.
- **Phone Book Upload:** Make destination numbers available by names by importing Phone Books with telephone numbers and associated names, which can be done in bulk with CSV files.

Intermediate Static Routing

- **Time of Day Routing:** Automatically routes calls to any fixed UK Geographic number depending upon the time of day.
- **Day of Week Routing:** Automatically routes calls to any fixed UK Geographic number depending upon the day of the week.
- **Special Date Routing:** Automatically routes calls to any fixed UK Geographic number determined by a specified date.
- **Ratio Routing:** Automatically splits the ratio of the calls received between any fixed set of UK Geographic numbers.
- **Sequential Hunting:** All the numbers of the destination will be called in succession until the call can be connected to a destination UK Geographic number. The first number in the hunt group will be selected and if there are busy or failed attempts the next number in the group will be selected.

Advanced Dynamic Routing

- **Call Plans:** Access all call routing plan icon options to control the call flow, including Decision, Jump, Variable and Loop icons.
 - Use the Decision icon to route calls to different routing branches.
 - Use Jump to access other call plan routing icons in the call plan that are not directly linked to the current routing treatment icon.
 - Use Variable to calculate treatment with variables without programming a script.
 - Use Loop to call up a sub routine repeatedly with the number of repetitions configured by the Buyer.
- **Pre-Call Announcement:** A prompt is played only to the agent when the call is answered. The caller hears a ringing tone whilst the pre-call announcement is playing to the agent.
- **Extension Dialling:** Up to 10,000 extension destination numbers can be used with one service number.
- **Call Limiter Prompts:** Set up to ten call plan routing exits per NGN service number depending on ten call volume presentation scenarios, in order to route calls depending on the call rate threshold.
- **Dual Tone Multi-Frequency (DTMF) Digit Collection:** DTMF Receive can be used in call plans to store the information the caller enters using the DTMF keys.

- **Variables:** Either a pre-defined system variable or user defined variable can be used in call routing plans. System variables selected are replaced by their value at run time and include 'Current Time' or 'CLI' for example. The Buyer's own variables can be defined.
- **Branch Counter:** Count every incoming NGN call in a branch of the routing and monitor in real time. A prompt can be entered to inform the caller about the call count.

Web-based Administration Portal

The service provides a web-based portal for Buyers to manage their call routing plans in near real-time, providing flexibility and control 24x7. This service enables Buyers to create, modify and delete their own call routing scripts using simple graphical drag and drop functionality. This way, supervisors can respond to changing business scenarios, such as new marketing campaigns.

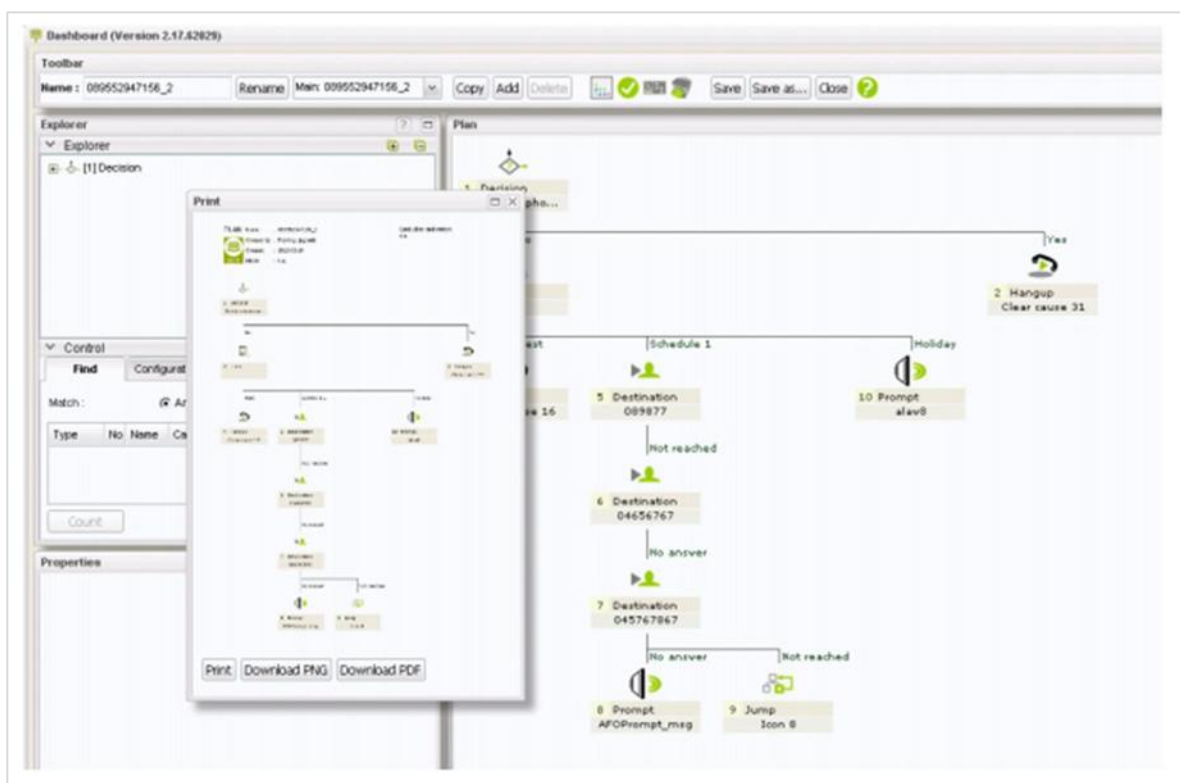
The web-based portal allows contact centre supervisors to typically carry out the following:

- Set-up users.
- Change routing parameters.
- Define permitted CLIs.
- Update new destination numbers.
- Modify time, day or date routing options.
- Upload new or change existing IVR menus.

To run the web client effectively the current versions of Mozilla Firefox and Google Chrome browsers should be used. Portal access is managed by username and password login requirements, per allocated user.

The portal is accessed at the URL <https://call-manager.virginmediabusiness.co.uk/effective/base.login.form>.

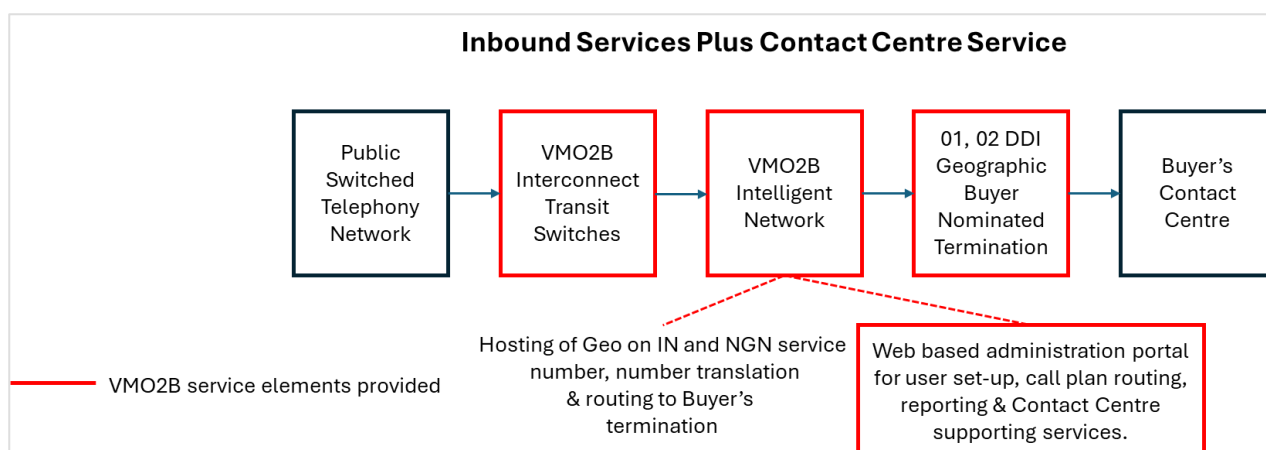
The Cloud online administration web portal has a graphical-based call plan builder, as shown below:



4.0 Enhanced Queuing, Call Routing & Contact Centre Support Features

- **Network IVR and Menus:** DTMF IVR is provided in the Supplier's network and can be incorporated into the Inbound Telephony Services call plans with associated DTMF IVR menus.
- **IVR WAV File Upload:** WAV files with IVR announcements can be loaded in the web-based administration portal.
- **IVR Announcement Control:** This controls the Network IVR prompts that are played in the web-based administration portal.
- **Network Queuing and Queue on Busy:** Calls can be queued in the network when all of the lines are busy at the destination, or when the 'Simultaneous Calls' option is set, when the volume of configured simultaneous calls maximum is reached.
- **Position in Queue Announcements:** A position in the queue prompt is played once the maximum queue length relating to the number of callers and maximum allowed time waiting in the queue have been met.
- **Skills-Based Routing and Skill Groups:** Different agent skill groups can be configured in the web-based administration portal and used to route calls based on the Buyer's configured skill groups within each call plan.
- **Agent Phone and Web Login/Out:** Agents can log-in to the system on the telephone with an assigned PIN, or through the web site. The contact number during the agent session can be added or amended
- **Longest Idle Agent Routing:** The agent with the longest idle time during an observation period will be selected from a group of agents with the same skill level.
- **Fewest Call Routing:** The agent with the lowest number of calls processed during the observation period will be selected from a group of agents with the same skill level.
- **Least Answer Time:** The agent who has processed the shortest call times within an observation period will be selected from a group of agents with the same skill level.

The administration of these features, such as the IVR call plans, loading of WAV files for the IVR announcements and configuration of agent skills based routing, are managed in the web-based administration portal. This is shown in the figure below:



5.0 Reporting

The web-based administration portal also provides Buyers the ability to monitor and produce reports (within a rolling 12 month period), with historical reports and real time monitoring available.

- **Historical Reporting:** There are a number of historical reports that shall be available for production. These are detailed in the table underneath:

Statistics Reports	Available Statistics
Quantity	• Number of calls • Number of call attempts • Average duration of calls
Call Queuing	• Number of queued calls • Number of connected calls • Number of dropped calls • Average duration of the queue
Queue History	• Number of queued calls • Average time spent in the queue
Waiting Time	• Waiting times of the individual callers
Quality	• Failed calls regarding their failing cause (for example, busy and no answer)
Origin	• Origin of calls Pre-Defined (Postcodes/UK Counties) or User Defined (Region Codes - Mobiles)
Peak	• Calculate the minute with the highest number of call attempts • Calculated by stages from the 10-minute intervals ascending up to the monthly value
Outbound	• Number of outbound campaign calls • Number of outbound campaign call attempts • Average duration of outbound campaign calls
Multiple Calls	• How often a caller called in the given period
Agent	• Number of calls for a single agent or all agents • Number of call attempts for a single agent or all agents • Average duration of calls for a single agent or all agents
Skill Group	• Number of calls for one skill group or all skill groups • Number of call attempts for one skill group or all skill groups • Average duration of calls for one skill group or all skill groups
Agent Availability	• Number of processed calls and call minutes for a single agent or all agents within a given time frame

- **Real-Time Reporting:** Monitor a selected routing plan containing branch counters in real-time. One or more NGN service numbers can also be monitored for the total number of calls passing through the selected service number, the current number of calls and the current percentage of calls based on the total number.
- **Call Detail Record (CDR) Downloads:** CDR reports shall be available for export orders for all NGN service numbers, a selected individual NGN service number, or a range of service numbers. The export

order shall be emailed as a once off, or on a weekly or monthly frequency. Calling Line Identification Restriction (CLIR) numbers have the last three digits replaced with XXX.

- **Service Number Reporting:** Generate reports by each NGN service number used in the call plans.
- **Destination Number Reporting:** Generate reports by each UK Geographic destination and DDI number used in the call plans. Reporting intervals can be set at 10 minutes, hourly, daily, weekly and monthly.
- **Origin Reporting:** Analyse calls depending on their origin. Reporting intervals can be set at 10 minutes, hourly, daily, weekly and monthly.
- **Agent Reporting:** Evaluate the number of calls, call attempts and average call duration for all agents, or single individual agents. Reporting intervals can be set at 10 minutes, hourly, daily, weekly and monthly.
- **Skills Group Reporting:** Reports by Skill Group shall be available including statistics on the number of call attempts, calls answered, calls connected, busy, no answer, abandoned and queue time. Reporting intervals can be set at 10 minutes, hourly, daily, weekly and monthly.

6.0 New Non-Geographic Number (NGN) Options

New Non-Geographic Numbers can be requested and allocated from the Supplier's Ofcom-allocated number ranges, based on caller Service Charge bands detailed in the table below:

Caller Charge Type (Inc VAT)	Dial Code Prefix	Charge of Outpayment
Freephone	0800 / 0808 / 0500	Charge
03xx	03	Charge
SC001 (0 ppm service charge)	-	Charge
SC002 (1 ppm service charge)	-	Charge
SC003 (2 ppm service charge)	0844 / 0845 / 0870	Charge
SC004 (3 ppm service charge)	0844	Outpayment
SC005 (4 ppm service charge)	0844	Outpayment
SC006 (5 ppm service charge)	0844	Outpayment
SC007 (6 ppm service charge)	0843 / 0844 / 09	Outpayment
SC008 (7 ppm service charge)	0843 / 0844 / 09	Outpayment
SC009 (8 ppm service charge)	0871 / 09	Outpayment
SC010 (9 ppm service charge)	-	Outpayment
SC011 (10 ppm service charge)	0871	Outpayment
SC012 (11 ppm service charge)	0871	Outpayment
SC013 (12 ppm service charge)	-	Outpayment
SC014 (13 ppm service charge)	0871 / 0872 / 09	Outpayment
SC015 (15 ppm service charge)	09	Outpayment
SC024 (50 ppm service charge)	09	Outpayment
SC034 (100 ppm service charge)	09	Outpayment

Some number types are chargeable to the Buyer on a pence-per-minute basis and some number ranges may attract an outpayment.

7.0 Number Porting

Buyers with existing IN and NGNs with Other Licenced Operators (OLOs), which are not provisioned on the Supplier's platform, are able to request the porting of numbers from their existing OLO Service Provider to our service.

A Porting Letter of Authority (LOA) must be completed for a porting request to be processed. The LOA must be signed and dated.

Please note Buyer signatories to the LOA must be saved in non-editable formats, such as a PDF because some losing OLOs may not accept the LOA.



Company Statement

All information contained in this proposal is subject to contract and, unless expressly stated to the contrary, to Virgin Media Business Limited's standard terms and conditions.

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Registered office: 500 Brook Drive, Reading, RG2 6UU, United Kingdom

Brand Statement

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