

Inbound Numbers

Inbound is a cloud-based telephony service for both geographic and non-geographic numbers that provides online access to a full range of call routing, monitoring and management tools, empowering your business with the perfect customer service. Trustmarque partners with Gamma Telecom for the delivery of Inbound services.

The Inbound portfolio comprises three Service variations:

-  Contact Point
-  Contact Path
-  Contact Pro

Six additional services are available as optional, chargeable extras with each of these Services:

-  Voicemail
-  Advanced Statistics
-  Inbound Reports
-  Inbound Call Recording
-  Call Whisper
-  Inbound App

Inbound services are provided in conjunction with a Trustmarque NTS number. This may be a geographic Inbound number, a non-geographic 08xx or an 03xx number. Existing geographic/non geographic numbers may be ported in to the Gamma network and provisioned on the Inbound service providing that a live porting agreement is in place with between Gamma and the Originating and Losing Communications Provider of the number(s).

Inbound provides customers with access to change their Inbound call routing via a password protected website. Customers can change the UK fixed line/mobile destination that their inbound 'virtual' number is pointing to. There is also the option of implementing additional routing features such as call diverts according to time of day/day of week, inbound system announcements and network based queuing.

All variants include access to 'View my Performance'. This provides a range of online reporting on a per number basis for all numbers provisioned on the Customer account and consists of four summary reports which are updated on a daily basis: How many customer calls are getting through/Where are my customers located/What are my call trends (this report updated on a monthly basis) and When are my busy hours. Detailed Inbound call analysis can be purchased by the provision of the Advanced Statistics package.

The administrator of the account (the first user on a new account) will also have access which enables them to add, change and delete additional users who can be set up to have access to selected numbers and features within the account.

Through having complete on-line control of number routing and features such as call divert and time of day routing - customers can ensure that they maximize the number of Inbound calls received and handle incoming calls with increased efficiency; hence enhancing their Customer Service.

Contact Point

This service is ideal for businesses that will benefit from the control to set up and change their call routing in near real-time.

Features and Benefits of Contact Point

Feature	Business Benefits
Termination number	Redirect Inbound calls online – in built business continuity and flexible working
Time/day of week routing	Schedule call routing in advance according to business hours and call handling preferences
Divert on busy/OOH/no answer	Maximise call handling potential and provide improved service to the caller
Aliasing	Aliasing eliminates the need to create two or more identical call plans when all that is required is a new callable Inbound number.
Snapshot Management Information Statistics (MIS)	View call handling performance at a glance and monitor Inbound call handling efficiencies
Email alert on missed call	Ensure you are proactively notified of any unanswered/engaged calls – ideal management tool for ensuring staff serviceivity and following up every sales lead.
'One Touch' Business Continuity	Pre build designated Business Continuity call plans for your Inbound number(s) with the ability to invoke/restore last active call plan instantly – immediate business continuity in the event of office evacuations

Contact Path

This service is suitable for the multi-site/multi department organisations that will benefit from routing calls according to who the caller is, by caller's location to the nearest office, or the relevant skill-set. Call distribution enables effective load balancing of calls across teams of people/disparate sites.

Features and Benefits of Contact Path

Feature	Business Benefits
Termination number	Redirect Inbound calls online – in built business continuity and flexible working
Time/day of week routing	Schedule call routing in advance according to business hours and call handling preferences
Divert on busy/OOH/no answer	Maximise call handling potential and provide improved service to the caller
Snapshot Management Information Statistics (MIS)	View call handling performance at a glance and monitor Inbound call handling efficiencies
Email alert on missed call	Ensure you are proactively notified of any unanswered/engaged calls – ideal management tool for ensuring staff productivity and following up every sales lead.

Feature	Business Benefits
'One Touch' Business Continuity	Pre build designated Business Continuity call plans for your Inbound number(s) with the ability to invoke/restore last active call plan instantly – immediate business continuity in the event of office evacuations
Date routing	Set up date-specific routing in advance – e.g. Bank Holidays
Date/Time routing	Call routing for different date ranges and different time ranges within those specified dates for example, Christmas Day, Easter Sunday.
Day/Time Routing	Call routing for each day of the week (Monday to Sunday) and at specific time intervals
Shared Values	Create global schedules to be shared across many call plans. This saves users from having to make the same date/time or day/time change in many places.
Aliasing	Aliasing eliminates the need to create two or more identical call plans when all that is required is a new callable Inbound number.
Area based routing	Route calls according to STD code/CLI of caller and process incoming calls differently according to who the caller is
Call Distribution	Serial, hunt group & % based routing enables load balancing of calls across sites or teams of people
Hunt Groups	Serial or parallel hunt group enables calls are answered by specific people or the most available person

Contact Pro

Contact Pro offers a comprehensive suite of inbound call handling tools, ideally suited to a business which places high value on the Customer Service provided to callers and those organisations looking to deal with incoming sales enquiries effectively without missing a call. Advanced call handling features can be tailored to customer needs and adapted instantly via web control.

Features and Benefits of Contact Pro

Feature	Business Benefits
GoTo Service	Allows a caller to be routed from a call plan on one number, to a call plan on another number (GoTo Dialable Number) or virtual reference (GoTo Virtual Number) or to be routed dependent on the number the caller dialled (GoTo Destination by Dialled Number*). GoTo allows a customer to manage sections of very complex plans, typically with multi-level IVR's for various sections of the business independently, therefore reducing duplication and segregating parts of plans to provide simpler management and operational use. *Please note that, the Goto Destination based on Dialled Number is used in conjunction with the Alias feature (to group associated numbers together). Please refer to the service description or Help Guide documentation for further details on this feature.
Limit Caller Admissions (LCA)	Limit Caller Admissions Limit the number of calls allowed to a destination number. Ideal for protecting inbound capacity to other numbers and services during a high volume period or for maximising efficient delivery of calls to a group of agents associated to an Inbound call queue service

Feature	Business Benefits
Termination number	Redirect Inbound calls online – in built business continuity and flexible working
Time/day of week routing	Schedule call routing in advance according to business hours and call handling preferences
Divert on busy/OOH/no answer	Maximise call handling potential and provide improved service to the caller
Snapshot Management Information Statistics (MIS)	View call handling performance at a glance and monitor Inbound call handling efficiencies
Email alert on missed call	Ensure you are proactively notified of any unanswered/engaged calls – ideal management tool for ensuring staff serviceivity and following up every sales lead.
'One Touch' Business Continuity	Pre build designated Business Continuity call plans for your Inbound number(s) with the ability to invoke/restore last active call plan instantly – immediate business continuity in the event of office evacuations
Date routing	Set up date-specific routing in advance – e.g. Bank Holidays
Date/Time routing	Call routing for different date ranges and different time ranges within those specified dates for example, Christmas Day, Easter Sunday.
Day/Time Routing	Call routing for each day of the week (Monday to Sunday) and at specific time intervals
Shared Values	Create global schedules to be shared across many call plans. This saves users from having to make the same date/time or day/time change in many places.
Aliasing	Aliasing eliminates the need to create two or more identical call plans when all that is required is a new callable Inbound number.
Area based routing	Route calls according to STD code/CLI of caller and process incoming calls differently according to who the caller is
Call Distribution	Serial, hunt group & % based routing enables load balancing of calls across sites or teams of people
Hunt Groups	Serial or parallel hunt group enables calls are answered by specific people or the most available person
Call Queuing	Queue incoming calls on a destination number to assist with call handling during peak busy periods. End User configurable announcements, breakout and overflow options. Live queue stats enable effective queue management.
Announcement/interactive voice response (IVR)	Upload .mp3/.wav file announcements to an Inbound call plan as a way of communicating with callers – use IVR to provide callers with call routing options and announcements to inform them of details such as opening hours and website address when the office is closed.

Additional Features

A number of additional features are available as 'bolt on' services to Contact Point, Path or Pro Services. These features are optional, chargeable extras. They can be provisioned on an Inbound account at the point of ordering Point, Path or Pro or to an existing account.

Additional Feature	Business Benefits
Advanced Statistics	Online access to comprehensive call statistics which enable informed business decisions. Advanced management information relating to call handling efficiencies; productivity, call patterns and caller behaviour. Data includes time to answer, call waiting time, call outcome and caller details.
Voicemail	Demonstrate excellent customer service by providing callers with an option to leave a message when unavailable to take their call. Customise voicemail messages to prompt users to leave details for a call back.
Inbound call recording	Record inbound calls for compliance, customer service or audit purposes. Secure online access to file storage/retrieval and call details.
Call Whisper agent notifications	Popular applications include: the ability for advertisers to businesses of leads they have generated for them or the provisioning of an announcement to be played to the call answering agent on call pick up which prompts them to answer the incoming call with the appropriate greeting thus providing a professional and personal impression to the caller.
Access to call plan routing changes via a handheld smartphone/device	Provides user with quick access to key functionality and ability to view essential call stats whilst on the move.
Advanced Statistics via email	Provides recipients with full or summarised advanced statistics reports via email for daily, weekly or monthly periods

Feature Descriptions

Destination Control	The End User can change the termination number to which their inbound calls are routed. Termination numbers must be UK mobile or fixed line destination numbers. 08 and International termination are available on request.
Day of week Routing	The End User can set up specific call routing to be applied according to day of week from Monday to Sunday.
Time Control	The End User can set up specific call routing according to time of day.
Divert Control	The End User can divert calls according to no answer, busy or on failover.
Area Control	The End User can define the call routing or treatment of a call based on the caller's number or area code.
Distribution Control	Load balancing of incoming calls across multiple destination numbers. Routing options are percentage or serial.
Date Control	Date Control Nodes are used to define routing for calls made within a particular date range.
Hunt Groups	Hunt Group nodes are used to determine routing of calls to a specific group of users or destinations. Routing options are serial, prioritised, random or parallel.

Call Queuing	The Call Queue control feature is used to establish a network-based call queue within a call routing plan. Various properties can be programmed to determine the queuing experience for the caller.
Email Alerts	Ensure you are proactively notified of any unanswered/engaged calls – ideal management tool for ensuring staff serviceivity and following up every sales lead.
IVR	The IVR (Interactive Voice Response) control feature enables the creation of a personalised menu announcement with up to 12 options, enabling defined routing/action based on the caller's selection on their keypad.
Announcements	Announcements can also be used in a call plan at any stage to play audio to callers. Users can upload their own files or choose from a selection of Gamma provided announcements.
Advanced Statistics	Displays Inbound call data for all Inbound numbers active on the End User Inbound account. The End User can search for results based on call outcomes, time/date stamp, by caller's telephone number, Inbound or destination number. Results can be downloaded by the User in .CSV format.
Call Whisper	The End User can record an announcement to be played as a prompt to the call answering agent but is unheard by the caller.
Voicemail	The End User can create a call plan with options to route calls to a voicemail node, with a range of email notification options.
Call Recording	Inbound call recording may be programmed by the End User on an all calls/on demand/randomised basis. Recorded calls may be retrieved online and downloaded for storage locally or stored online. Recordings can be paused and resumed.
'One Touch' Business Continuity	Pre-build designated Business Continuity call plans for your Inbound number(s) with the ability to invoke/restore last active call plan instantly – immediate business continuity in the event of office evacuations.
Inbound App	Call statistics and call plan changes can be accessed via a handheld smartphone/device application.
Inbound Reports	User can sign up for daily, weekly or monthly emails containing either a .CSV file of all the advanced statistics for the specified period, or a summary csv file with the high-level statistics for each number within the account. Up to 3 email addresses can be designated to receive the emailed reports.
Limit Caller Admission	Calls to chosen destinations in your call plan can be limited to a configured number of concurrent calls. Once the threshold has been reached excess callers can be treated as follows; diverted, played a message, queued or sent to voicemail.
Shared Values	Calendars and schedules can be shared amongst multiple numbers, allowing for easy adds/moves/changes.
Aliasing	In many large numbering estates users may have many numbers that have the exact same routing plans. Aliasing allows the user to link numbers with the same routing plans together, so changes to one are reflected on any that are linked.
Virtual Numbers	Virtual Numbers allows the user to create sub plans or routing plans that can only be accessed only from another plan, this allows for complex routing to be shared across multiple numbers, reducing the need for repetition and providing simpler complex call plan management.

GoTo	GoTo is used in conjunction with Virtual Numbers to create routing links from one plan to another (to save on repeated building), i.e. 'go to this Inbound or Virtual Number xxxx from this point in the plan.
Custom Fields	Custom Fields allows the user to add their own unlimited number of column labels or text references (names etc.) to each Inbound number. This data can then be searched and filtered within the Advance Statistic and Push Reporting.

Functional Overview

The customer publicises their Inbound contact number(s). When the calling party dials a number provisioned on the Inbound service, the incoming call is routed according to the routing set up within the Point my Number section of www.myinbound.com. The call routing is applied to all calls received by the Inbound number, whether the calling party is calling from a fixed line/mobile or IP connectivity service. The call routing is applied at network level and delivered according to End User preferences. All call plans are created to deliver calls to either a UK fixed line/mobile or system announcement/voicemail destination.

In most cases, calls may also be delivered to customer premises equipment such as a voicemail within a telephone system or a fax machine providing that the answering equipment is associated with a standard numbered endpoint and dependent on the configuration of the telephone system. Fax, PDQ and Modem services are not guaranteed to work in conjunction with Inbound (please see sections on Call Termination and Unsupported calling types). Please note that any localised services such as voicemail/call routing established on customer premises equipment will override any Inbound settings provisioned at network level and as such, calls delivered to local customer premises equipment such as Voicemail on a telephone system will be deemed 'answered calls' within Inbound call statistics.

The View my Performance link on www.myinbound.com is provided in conjunction with Contact Point, Contact Path and Contact Pro. Once the End User has logged in and selected this option, they are greeted with a choice of four different inbound calling graphs relating to various business issues:

-  Where are my Customers located?
-  How many Customer calls are getting through?
-  When are my busy hours?
-  What are my call trends?

Each of the above graphs display data interpreted from the information gathered at the network level. These statistics are generated by all calls that successfully route to the Gamma network from the calling party and relate to various metrics such as count of calls answered/unanswered/engaged. The information is refreshed on a daily basis to ensure that the customer can view the current day's data in addition to the previous six days data. Historical data is provided in terms of monthly call count within the call trends graph. This relates to inbound call traffic over a maximum period of the previous six months where the number has trafficked on the Gamma network. This data is automatically refreshed on the first day of every month for the previous six months data or the data collected by Gamma from the date that the number was provisioned on the Inbound service.

Inbound online statistics are provided for call handling information only and do not constitute online Billing. The information relates to network based call delivery, thus in the scenario where the call is successfully delivered to the customer destination and calls answered by customer premises equipment such as voicemail systems, these calls will be deemed successfully answered.

Number Availability

The service can be ordered with a new number from the following ranges:

-  0845
-  0844
-  0871
-  0870
-  0800/0808
-  03XX
-  01/02

Geographic Inbound numbers can be independent of the physical location of the Customer's site – for example, a London 020 3 number can be used for an office located in Bristol.

Number Portability

The Inbound service is available to order on geographic or non-geographic numbers once ported into the Gamma network. Please note that it is the number and not the service that ports therefore any existing advanced call plan routing will need to be re-built using the Inbound service once the number is confirmed as live on the Gamma Network. Geographic number port orders may be placed online via the Trustmarque using the Online Geo Number Porting automated system.

Number porting is dependent upon live number porting agreements between the Originating and Losing Communications Provider and Gamma. Details of current porting agreements available on request.

Directory Enquiry Registration

All Inbound numbers can be registered with the BT Directory Enquiries service.

Call Termination

All numbers provisioned on the Inbound service must terminate to a valid destination from the following options:

-  UK fixed line geographic number
-  UK Mobile number (please note that international roaming may affect the service)
-  International number
-  An 08 number that is not provisioned on the Gamma network
-  Inbound system announcement (where applicable)
-  Inbound voicemail (where applicable)

Service Level Agreement

Delivery Service Level

Trustmarque will take reasonable endeavours to deliver the “Order Types” in the timescales set out in the table below.

Order Type	Target Delivery Lead Time - Business Days from acceptance of valid order by Trustmarque
Up to 10 Service numbers - (a new Service Access Number, with one-to-one number translation)	5 ^{*1}
Up to 10 Service numbers - advanced routing	10 ^{*1}
Up to 10 Service Contact Centre numbers with Standard IVR functionality (excluding external DB integration, http functions, IVR Advanced and agent workplace)	10 ^{*2}
Modification of routing plans or TAD**	5 ^{*3}
Provision of International Access Numbers	5 – 30 ^{*4}

Notes

1. Applicable for 10 Service Access Numbers (SANs) or less. For more than 10 SANs, lead times will depend on the number of Service Access Numbers. For ported numbers, the incumbent provider's lead time must also be added. Lead time applies to provision of the SAN, other operators' access numbers may increase lead time.
2. For more than 10 Contact Centre Service Access Numbers, and features which include Agent Workplace, DB integration, http functions and all IVR advanced features (VXML, Call Parameter, SOAP, String, Loop and external CRM integration), lead times will be provided on the completed of a solution design by a Contact Centre Specialist. For ported numbers, the incumbent provider's lead time must also be added.
3. Complex routing plan modifications may extend delivery lead time, this shall be agreed on a case by case basis and set out in the relevant Order.
4. International number provision timescales are dependent upon in-country operators and therefore outside of the Supplier's control.

Fault Resolution Service Level

Trustmarque will use reasonable endeavours to resolve faults in the timescales set out in the table below.

Care Level	SLA Times	Examples
P1 - Critical	4 Clock Hours	Loss of service - Multiple services affected
P2 - High	8 Clock Hours	Loss of service - single service
P3 - Medium	3 Business Days	Disrupted service - multiple or single service
P 4- Low	7 Business Days	Single number destinations/QOS

Service Availability Target

Targets for each service component are as follows:

- 🕒 Call Management Platform: 99.99%
- 🕒 End Customer portal (www.myinbound.com): 99.91%

The following will not be included when calculating the service levels:

- 🕒 Outages which are deemed by Trustmarque to be the result of matters outside of its direct control
- 🕒 Planned maintenance works
- 🕒 User error when accessing Trustmarque's portal directly to manage call routing.

Quality Standards & Security

Gamma's services are certified to:

- 🕒 ISO 9001
- 🕒 ISO 14001
- 🕒 ISO 22301
- 🕒 ISO 27001
- 🕒 Cyber Essentials
- 🕒 Cyber Essentials Plus
- 🕒 Carbon Neutral