

Make it easy for customers to call

Yes



Give your customers one number to call from anywhere in Australia for low or no-cost. For international callers you can have a global toll free contact number (or number that is specific to each country that is routed to Australia).

Optus National Inbound Voice Services

Optus National Inbound Voice Services are a family of flexible and low-cost inbound services that make it easy for your customers to contact you. You can choose from one or more of the options below to provide a solution that best suits your needs. Add smart routing and call handling and you can have the calls end up just where you want them to go.

Optus Access 13

A short and memorable six digit number where your customers will only be charged for a local call, to call you from a fixed line phone or standard national mobile phone, anywhere in Australia.*

Optus Access 1300

A ten digit number where your customers only pay the cost of a local call, when calling within Australia, from a fixed line phone or standard national mobile phone.*

Optus Free Access 1800

Allows your existing customers or prospective clients to call you free of charge from a fixed line phone or standard national mobile phone, from anywhere in Australia.

Benefits

Encourage your customers to call

Providing your customers with a convenient and cost-effective way to communicate with you is fundamental to the success of your business. Enjoy the convenience of a single national service number with the assurance that each call is routed to an appropriate answering point. Customers' calls from fixed line phones or standard national mobile phone are either toll free or charged at their applicable local rate, which encourages them to stay in touch.* You can also use Phonewords to turn your phone number into a word for easy recall and brand reinforcement.

For example**: 1800CINEMA 13HIRE 1300DOCTOR

Improve productivity

Streamlined call management using our intelligent call routing technology will ensure every call is directed to the appropriate destination. Calls can be automatically routed to answering centres based on criteria that you specify, such as the time of day, day of the week, or public holidays and similar events, helping to ensure that your resources are effectively utilised. Calls can also be directed to the office closest to the caller using location based routing. Call overflow and voicemail options can help reduce the chance of ever missing a call.

Improve customer service

Improved call routing can also improve your customer's experience by connecting them first time to the person who can best assist them. Optus National Inbound Voice Services also offers you the extensive benefits of Interactive Voice Response (IVR) technology that can direct calls to the appropriate destination using recorded voice prompts, helping to reduce costs while delivering self-help services to your customers 24 hours a day, 7 days a week.

Stay in control of your call routing

The Optus Inbound Service Management (ISM) web application gives you real time control over your call routing, so you can easily react to changing business conditions or even divert all calls to another service in the case of an emergency at a call centre. The changes you make to your Inbound Voice services using this application are effective within a matter of seconds and without service interruption.

Retain your existing and valuable inbound number

Inbound Number Portability allows you to choose your preferred Service Provider for Local rate 13/1300 or Freephone 1800 services, so you can retain your existing inbound number that your customers know and use.

* Customers calling from mobile phones are charged at their applicable carrier rates, charged at no more than the cost of a standard mobile national call.

** The above Phonewords are only examples of how Phonewords can be used and may not be available.

Optus National Inbound features

Routing features

Feature	Details	Benefits
Call Origin Routing	Route calls from fixed line services depending on their originating location – by state/city, region, area code, postcode, suburb or telephone exchange.	Segment your callers based on their location and send calls to the nearest office (or any other destination).
Area Code or Prefix Routing	Route calls from fixed line services depending on their originating telephone number area code or prefix (e.g. 02 or 029).	Segment your callers based on their location, similar to Call Origin Routing but based on the originating telephone number.
Mobile Location Indicator (MoLI) Routing	Route mobile calls based on their MoLI areas (as defined by the ACMA).	Segment your callers based on their location, even when they are calling from a mobile.
Time Dependent Routing	Route calls based on time of day, day of week, day of month and/or day of year.	Route calls to the most appropriate destination at any time of day or night.
Selected Caller Routing	Route calls based on their individual Calling Line Identification (CLI).	Customise your call routing for your most important customers.

Call distribution/termination features

Feature	Details	Benefits
Call Overflow	Calls overflow to alternate destination numbers if the primary destination is busy or unanswered.	Ensure calls reach an available answering point.
Call Distributor	Calls are distributed to multiple answering points based on a preset percentage splaying of call traffic.	Spread calls evenly across your answering points.
Customised Recorded Voice Announcement (CRVA)	Play pre-recorded announcement to callers.	Provide information to callers without the need for your staff to answer.
Voicemail	Calls are answered by Voicemail when the line is busy, or no answer, or for calls outside business hours.	Ensure calls are answered, even when your staff are unavailable.

Access control features

Feature	Details	Benefits
Service Coverage	Full national coverage, or limit your service to state wide coverage or a combination of states.	Customise your inbound service if you have a state based business.
Selected Caller Access	Restrict access to only accept calls from nominated phone numbers (a limited number of phone numbers can be nominated).	Set up a premium service line only available to key clients.
Local Call Barring	Bar calls from within the same area code (i.e. 02, 03, 07, etc.) as the terminating destination.	Control the costs of local calls to your business.
Mobile Call Barring	Bar calls from mobile phones.	Control the costs of higher cost call types.

Service management features

Feature	Details	Benefits
Emergency Diversion	Calls are sent to a predefined, alternative destination in the event of an emergency. Your emergency plan is implemented upon receipt of a call to the Optus Service Desk and the screening of a security password.	Your inbound calls can still be answered if your main site(s) are unavailable due to an emergency (e.g. bomb threat, power outage).
High Calling	Allows you to apply to Optus for additional call capacity when you expect a high calling event.	Ensure call handling capacity is available when you need it.
Service Suspension	A service can be suspended for up to 12 months and then re-activated.	Retain and re-use your inbound service numbers.

Service options

Feature	Details	Benefits
Inbound Service Management	A web-based application that allows you to view and make real time changes to the routing configuration of your Inbound Voice Service.	Gives you the flexibility, information and control to respond immediately to your customer's changing call patterns and your available resources.
Network IVR	A highly flexible network-based IVR application that is easy to update, maintain and support.	Route your inbound callers to the right location first time, and offer 24 x 7 self service options.
Insight Plus	A comprehensive online reporting tool designed to make your reporting smarter and more efficient.	Assists you to gain customer and business insights, and helps you to manage call costs and service traffic.

Potential uses of Optus National Inbound Voice Services

Optus Inbound Voice Solutions are typically used by companies to allow their customers or potential customers to contact them at little or no cost. As a case example, consider a large retail organisation with outlets and stores in multiple locations throughout both metropolitan and regional centres:

Needs

- Improve customer satisfaction levels by servicing customers at their nearest outlet, thus personalising their customer's experience with their organisation.
- Introduce a product selection menu to direct callers to the most appropriate department, whilst also being able to handle after hours calls.

Optus solution

- A single national 1800 or 1300 customer enquiry number.
- Origin routing feature to automatically direct callers to their nearest retail store.
- Greeting menu options asking them to select the specific product they wish to enquire about and call routing to the appropriate department within the store.
- Voicemail service for capturing 'out of hours' calls.

Result

- Improved the efficiency of customer call handling by sending each caller to the department within their local store that was most suited to answering the customer enquiry.
- Reduced telecommunications costs by delivering each call to the nearest local store.
- Improved customer satisfaction levels by handling calls locally.

Optus International Inbound Voice Services

Optus International Inbound Voice Services provide a convenient way for your overseas customers and staff to reach you. International Inbound Voice Services allow callers to phone your organisation free of charge from many of the world's major business centres using either a single contact number, or a number specific to the caller's country. With a choice of two products – Global Free Access or Universal Free Access – together with the range of advanced service features, Optus International Inbound Voice Services will help take your business to the world.

Global Free Access (GFA)

Global Free Access is an international service allowing your customers and staff to call you free from overseas. With Global Free Access, a customer simply dials a local toll-free number specific to the country they are calling from, and their call is automatically routed to Australia to terminate at your call answering point.

Universal Free Access (UFA)

Universal Free Access allows customers to dial you free of charge from participating countries around the world using the same toll free number for all countries. Calls are automatically routed to Australia to terminate at your call answering point.

Optus International Inbound features

Features available for International Inbound Voice Services include:

- Time Dependent Routing
- Call Overflow
- Call Distributor
- Customised Recorded Voice Announcement (CRVA)
- Voicemail

- Emergency Diversion
- High Calling
- Service Suspension

Options available for International Inbound Voice Services include:

- Inbound Service Management
- Network IVR
- Insight Plus

For more details on these features and options, please consult the feature tables shown in the National Inbound section above.

Global Free Access or Universal Free Access International Inbound Services are available in countries where Optus has negotiated agreements. A country listing is available from Optus.

Benefits

Expand your business

Encourage overseas customers to call you by offering a toll free number, without the need for establishing a presence in the country.

Assists your customers to contact you when travelling overseas

Provide a way for customers to contact your organisation when they are travelling overseas, giving them easier access to assistance particularly during emergencies, all without them incurring international call charges.

Help with staff communications when abroad

Give your staff the ability to contact their home office or access teleconferencing services when they are travelling overseas, without them incurring international call charges.

How does Inbound Voice Service Call charging work?

For your customers:

- Calls from fixed lines and standard national mobile phones to 1800 numbers* are free of charge.
- Calls from fixed lines and standard national mobile phones to 13/1300 numbers are charged at their applicable local call rate. Calls from mobile phones are charged at no more than the cost of a standard mobile national call.
- Fixed line calls to UFA and GFA numbers* are free of charge. Mobile calls are charged at their applicable mobile carrier rates.

For you as the Optus Inbound Service owner:

- Calls made to 1800, UFA and GFA are charged to you.
- Calls made to 13/1300 services are charged to you, except for the first fifteen minutes for local calls from fixed lines which are not charged.

Refer to Optus Inbound Pricing Options sheet or your quote for more details on call, recurring and other charges.

* Some hotels and public phones may charge a local call fee.

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