

INBOUND PRICING OPTIONS



Select from a standard or advanced package.

The family of inbound telephone solutions allows callers to phone your organisation using a single national number, from both fixed and standard national mobile phones, at either the cost of a local call, or at no charge at all[†].

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, anywhere in Australia.

Optus Access 13

Your customers know they will only be charged for a local call, to call you from a fixed line phone or standard national mobile phone, anywhere in Australia on this short and memorable six digit number[†].

Optus Access 1300

A 10 digit number where your customers are guaranteed to pay the cost of a local call, when calling within Australia, from a fixed line phone or standard national mobile phone[†].

Inbound Number Portability

Inbound Number Portability allows you to choose your preferred Services Providers for Local rate 13/1300 or Freephone 1800 services, while retaining your existing Inbound Number. That way, you can keep

your existing Inbound Number and move your service to Optus to take advantage of our customised packages that assist you in achieving your business objectives. You won't have to change your numbers or notify your customers.

Phonewords

Ideal for effective marketing, Phonewords turns your inbound number into a word for easy recall and customer call-to-action. Your Phonewords can consist of either a 1800, 13 or 1300 number, and up to six or four letters respectively.

For example*: 1800CINEMA 13HIRE 1300DOCTOR

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

ABOUT OPTUS NATIONAL INBOUND PACKAGES

We have two simple value added packages, Standard and Advanced, that you can choose from, depending on your business needs. For each of your Optus Access 13, 1300 and 1800 Services, you pay a monthly fee with no installation charges and no additional charges per answering point.

1. STANDARD PACKAGE

This package enables you to get started with some of the more widely used inbound call routing features.

13 Services ***	\$1000.00 (\$1100.00*) per month **
1300 / 1800 Services	\$25.00 (\$27.50*) per month **

Features included as part of this package include any combination of the following:

Streamline your call management and ensure your resources are effectively utilised

Origin Dependent Routing - State Based Only

Ensure that your customer's calls are routed to your closest business premises, ensuring you can meet their regional business requirements, and saving you money!

Time Dependent Routing

This feature caters for out of hours business calls, by routing the call to an alternative answering point. eg. time of day, day of week, day of year.

Call Distributor

Distributes the inbound calls to a number of different answering points, depending on your staff resources.

Call Overflow

Callers are re-routed to an alternative answering point if the call is unanswered or the line is busy.

VoiceMail - Standard**

Your customers can leave you a voice or fax message, so you never miss an opportunity to return their calls.

Call Access - Statewide Access

The service coverage area determines the geographical area where callers can access the services. Statewide coverage access to a particular state or a combination of states can be restricted.

Call Barring - Local Call Barring

Bars certain groups of callers from accessing service. Local call barring enables callers from within the same area code (ie 02,03,07 etc) as the destination number to be barred. Available in capital cities only.

Provide continuous service to your customers

Emergency Diversion

In the case of an emergency at your business premises (e.g. bomb threat, fire), all calls to your inbound number can be re-routed to an alternative location within 30 minutes.

Service Suspension

If you use your Inbound number for short duration marketing campaigns, you can choose to suspend service when your number is not in use.

2. ADVANCED PACKAGE

This package provides you with a broad range of features allowing you to intelligently identify calls and then direct them more efficiently.

13 Services ***	\$1500.00 (\$1650.00*) per month **
1300 / 1800 Services	\$150.00 (\$165.00*) per month **

Features included as part of this package include any combination of those in the Standard Package and the following:

Streamline your call management and ensure your resources are effectively utilised

Origin Dependent Routing - Area Code Routing

Calls are sent to different destinations according to the area code from which they originate. The destination number may be the same for a group of area codes, for all area codes, or different destinations for each area code.

Origin Dependent Routing - Exchange Routing

Exchange Routing delivers the call to a destination based on the originating exchange area.

Origin Dependent Routing - Mobile Origin Location Indicator (MOLI)

Calls are sent to different destinations according to the MOLI area. So you can enjoy the convenience of a single national service number with the assurance each call is routed to a local answering point.

Maximise your return on investment with access control

Call Access - CLI

Selected caller access restricts calls made from a nominated phone, based on the CLI (Caller Line Identification).

Call Barring - CLI

Selected caller barring provides the ability to bar a number of phones, based on the full CLI, from accessing the service.

* GST-inclusive price

** Usage charges additional

*** Additional charge: Additional government number charge applies to Access 13 numbers.

- If calls to the number classify the number as a high calling special event number, there is a one off fee of \$5000 (\$5500*), and a recurring charge of \$200 (\$220*) per month.

† Customers calling Optus Inbound Solutions from a mobile phone are charged at their applicable mobile carrier rates, charged at no more than the cost of a standard mobile national call.

GIVE US A CALL

Join the conversation

To discuss how Optus can help you through innovative communications solutions; contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937

Web	optus.com.au/business
Twitter	@optusbusiness
Blog	yesopt.us/blog