

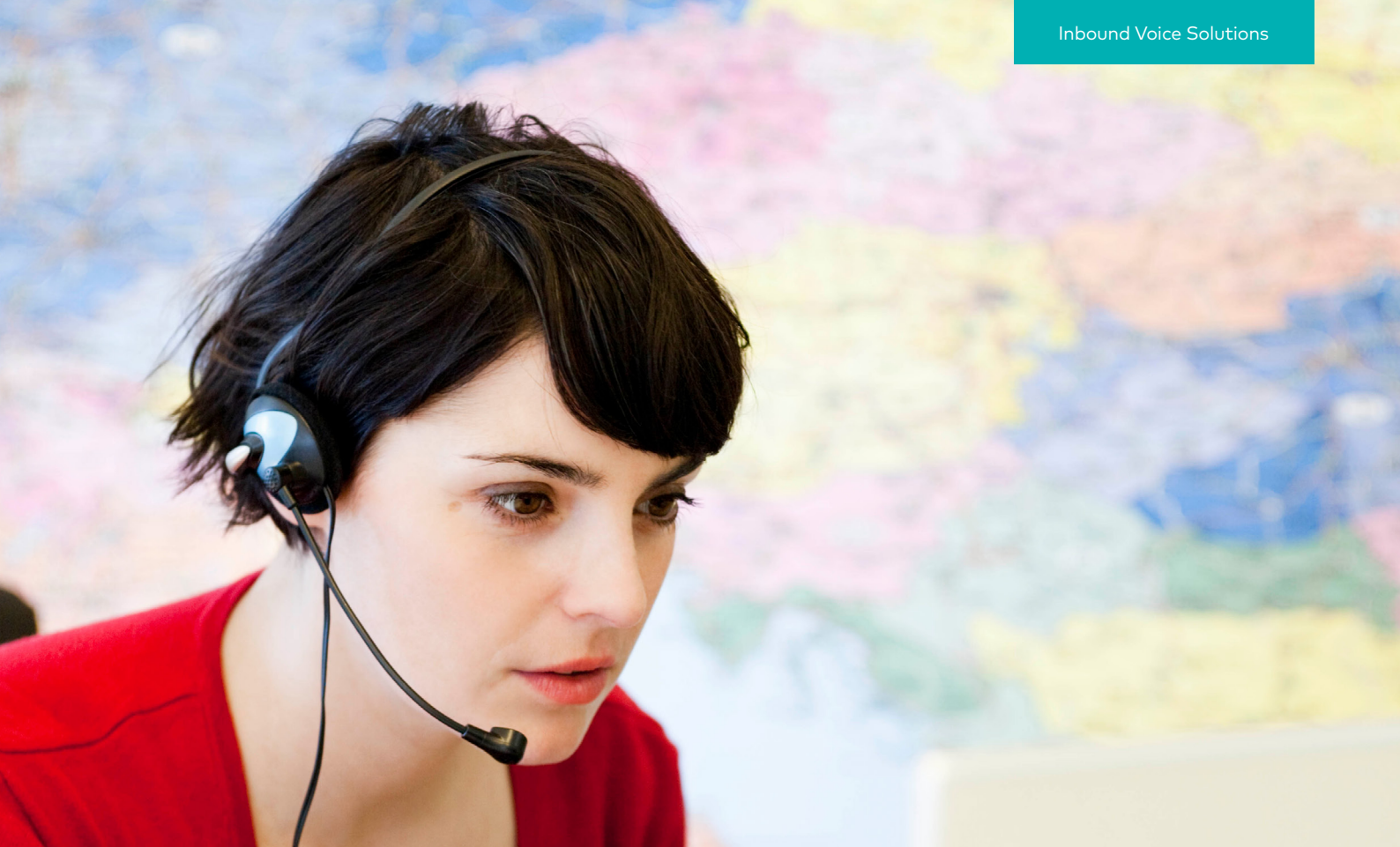
When the customer calls...

First impressions count

yes

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First impressions count

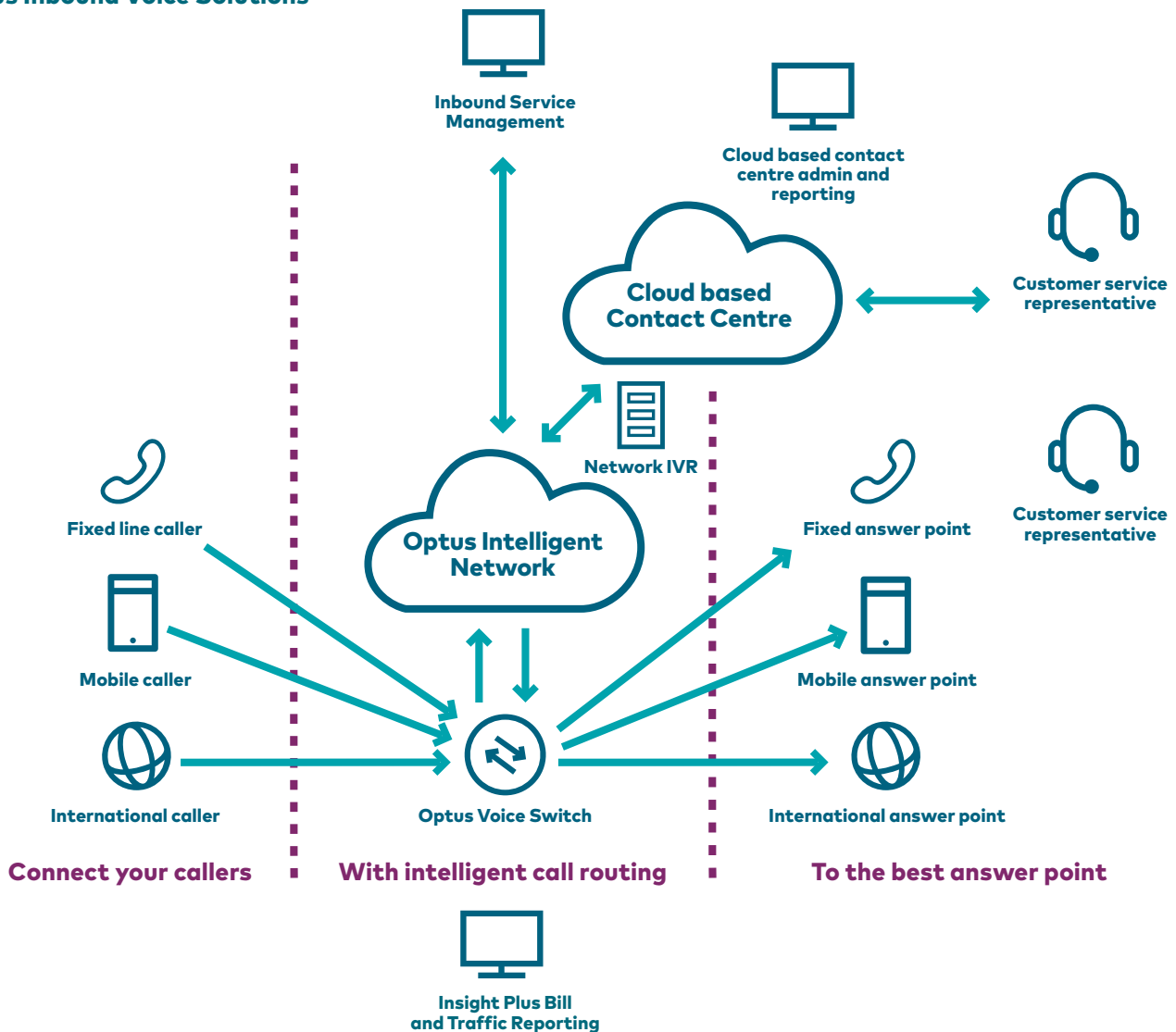
When seeking to attract new customers or retain existing ones, the experience callers have when they contact your organisation can be critical to your success – and a key challenge is how to deliver a great service while still running your business efficiently and containing costs.

Optus Inbound Voice Solutions are designed to help you intelligently manage the delivery of inbound call traffic to your major business touch points. Our solutions assist you to deliver an exceptional experience for your callers, while keeping your operations lean and efficient.

Adaptable, flexible, dynamic

Optus Inbound Voice can help you deliver exceptional service while still operating efficiently. Our range of options and call-handling features enable you to create a solution that's right for your needs and flexible so you can respond quickly to changes in the business, the market or with your customers.

Optus Inbound Voice Solutions



To complement your Inbound Voice Solutions, Optus also offers contact centre solutions, outbound voice services and billing and reporting tools that provide integrated solutions for your business and customer care communications.

Maintain your business presence

Our solutions can help you maintain a national and international business presence for callers to contact you. Using National Inbound services your customers can use easy to remember single 13, 1300 or 1800 numbers from anywhere in Australia, while overseas callers can easily contact you using our International Inbound services.

Improve operational efficiency

Optus Inbound Voice Solutions can assist you to handle inbound calls more efficiently by using intelligent call routing to direct each call to the best answer point at the right time. Location Dependant Call routing can deliver calls to a local branch or franchise depending on the caller's location, while Time Dependent Call Routing directs callers to the most appropriate destination at any time of the day or night. Network Interactive Voice Response (IVR) also provides your organisation with network based caller segmentation, call steering and caller self service to route calls to your desired destinations. And when the unexpected happens due to changing business conditions, natural disasters or emergencies, we have a range of service management and business continuity options that will assist your organisation to respond rapidly and provide efficient customer service.

Improve your customer's experience

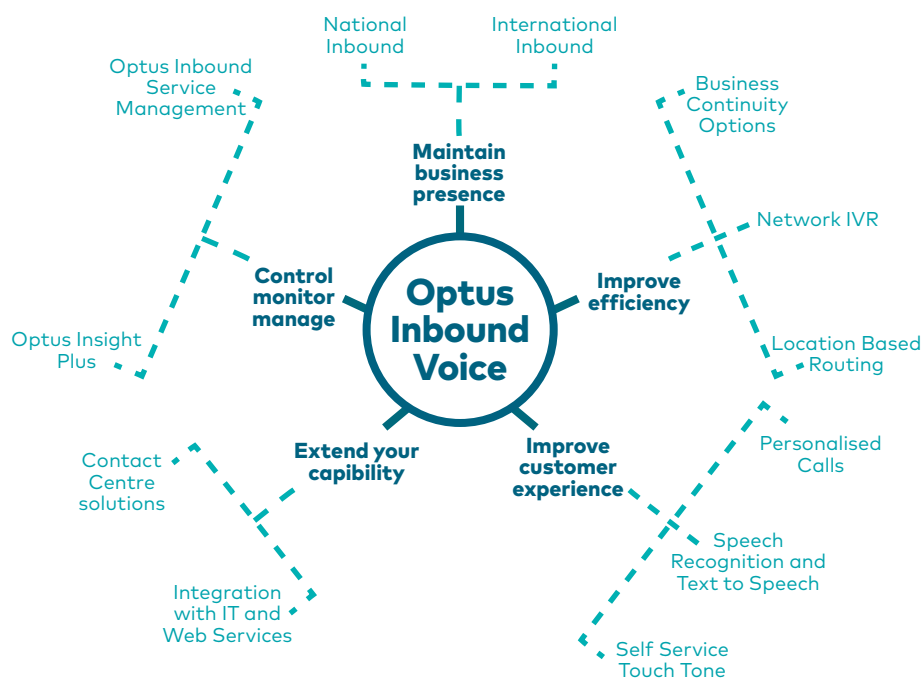
Our solutions also offer advanced interactive self service functionality such as flexible touch tone menus, speech recognition and text to speech options, so your callers can access the information they need more quickly. You can gather up-to-date, relevant and personalised intelligence relating to the caller and their reason for calling, helping you to deliver a new level of customer service and making your services more relevant to your customers. Advanced self service can also deliver further operational efficiency gains for your business by automating high volume transactions, reducing the demands on your customer service agents.

Extend your capabilities to the cloud

Optus Contact Centre as Service (CCaaS), On-demand Contact Centre and Network IVR are hosted, cloud based solutions that give you the flexibility to rapidly scale up or down when required. Being in the cloud, you can also benefit from continuity of your customer service with our carrier grade network redundancy and nation-wide call diversion capabilities.

Control, monitor and manage

You can view and control your Inbound traffic as well as view real time call attempts and a graphical display of call flow using our Inbound Service Management online tool. We can also help you to understand and monitor calling patterns and costs using the Optus Insight Plus online reporting package.



A quick summary of inbound solutions

National Inbound Services	Access 13	Access 1300	Free Access 1800
Number format	13 xx xx	1300 xxx xxx	1800 xxx xxx
Charge to fixed line and standard national mobile callers	Local rate*	Local rate*	No charge

International Inbound Services	Universal Free Access	Global Free Access
Number format	+0800 xxxx xxxx	Country specific
Charge to fixed line callers	No charge	No charge

Service Options	
Inbound Service Management	A simple, easy to use web-based application that allows you to view and make real time changes to your Inbound services. It gives you flexibility and control over how inbound calls are handled by your organisation. Changes are effective within a matter of seconds and without any service interruption.
Network IVR	A highly flexible network-based interactive voice response application that is easy to update and maintain, allowing you to tailor the way you communicate with your customers. As well as basic interactive touch tone services, features include advance speech recognition, Text to Speech capabilities and customer data interrogation.
On-demand Contact Centre	A network-hosted, fully featured contact centre solution that is easy to set up and scale as and when your business requires. Agents only require a phone and broadband connection to start taking calls, while supervisors have access to an extensive collection of real-time displays and historical reports. Other standard offerings include call recording, quality management, agent scripting tools and an automated outbound dialler.
Optus Contact Centre as a Service (CCaaS)	CCaaS is a simplified, cost-effective cloud solution that can make things easier for your customers and your IT department without significant capital expenditure. Using advanced multimedia channels, it supports conversations over voice, web, email and social media. CCaaS can be coupled to advanced Workforce Optimisationsolutions to build productivity and customer satisfaction outcomes.
Insight Plus	Gain customer and business insights with this comprehensive online reporting tool. Designed to make reporting of your Inbound Voice services smarter and more efficient, it offers an easy and hassle free way to manage your business telecommunications costs and service traffic, helping you to save time, identify potential cost savings and make reporting simple.
Phonewords	Turn your phone number into a word for easy recall and brand reinforcement. Easy to use and hard to forget, Phonewords are an effective sales and marketing tool that can help you engage with your prospects and customers.

* Local rate charge is dependent on the carrier used. Mobile calls are charged at no more than the cost of a standard mobile national call.

More services to consider

Optus offers the following extensive range of additional services that provide integrated solutions for your business voice communications.

Optus Evolve Voice

Optus Evolve Voice is a SIP trunk telephony service which connects your IP PBX to the PSTN via an IP connection. Optus Evolve Voice supports a wide range of centralised and decentralised PBX architectures, giving you the flexibility to rationalise your voice network and offer unified communications features across your sites.

Optus Evolve DirectLine

Optus Evolve DirectLine is designed specifically with branch and small offices in mind – providing simple connection to your analogue premise-based telephone equipment (handsets, fax machines, modems) or to a compatible PBX or key system.

Optus MultiLine

Optus MultiLine is a digital trunk telephone service that connects large branch, regional and headquarter offices with either digital PBXs or IP PBXs with ISDN interfaces to the PSTN.

Optus Business Long Distance

Optus Business Long Distance telephony provides national, fixed to mobile and international calls for locations outside Optus direct connect coverage.

Optus Business Messaging

Optus Business Messaging solutions are perfect for reaching out to large audiences. Send personalised faxes and voice messages to hundreds or even thousands of recipients just as easily as sending to one person – to promote events, send updates to your business partners or reminders to your clients.

Billing and reporting

A range of billing and reporting services are available to assist with easier analysis of your telecommunications spend, including:

- Single Bill – combining fixed line, mobile and data charges onto a single bill
- Optus Insight Plus – a powerful Web-based reporting tool that provides analysis of call traffic, inventory and billing data.

Give us a call

OPTUS

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

Join the conversation

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