



# BT Inbound Services Charities Club Contract

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03 and 08 numbers



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# BT Inbound Services Charities Club Contract

Ensuring charities achieve the best value for their money through an aggregated purchasing agreement – introducing the “Charities Club Contract”.

## Thinking of using 03 and 08 numbers?

03 and 08 numbers are referred to collectively as non-geographical numbers. As they are not location dependent, once arranged, the number will belong to your campaign or service regardless of where or when the contacts need to be managed.

Non-geographical numbers have the advantage of allowing intelligent routing, call flow management and are therefore able to allow you to provide a better service to your callers. They also allow you to change physical location (either temporarily or permanently) without affecting the number your callers dial. This will save you the effort and cost of informing your customers and re-printing all documents which contain your Inbound number.

BT Inbound Services provide an extensive range of 03 and 08 numbers. BT can provide the backbone of your inbound contact strategy through products and features which are highly flexible, designed to adapt to your specific needs and can grow or change in line with your changing demands.

Based on over 22 years of experience, BT can provide practical solutions combined with a high standard of service.

The Charities Club contract can be accessed if you are a registered charity. BT has assembled this proposition to maximise the value we can offer to the charity sector.

One of the key benefits of the contract are reduced call rates that are available regardless of your call volumes. There are however many other benefits which may not be available to you if you choose to buy from BT outside of the Charities Club contract or if you choose to use another supplier.



## What benefits does the contract offer?

As of the 1<sup>st</sup> June 2008, the rates available as part of the Charities Club contract are:

**03xx numbers**                    **1.5p\***

**0800/0808 numbers**    **2p\***

**0845 numbers**                    **no charge**  
**0844 numbers**

Caller charge including VAT	Charges or payment to you**
1 pence per minute	<b>1.5p charge to you per minute</b>
2 pence per minute	<b>0.7p charge to you per minute</b>
3 pence per minute	<b>No charge</b>
4 pence per minute	<b>0.7p payment to you per minute</b>
5 pence per minute	<b>1.5p payment to you per minute</b>

**0871 numbers**

Caller charge including VAT	Payment to you**
6 pence per minute	<b>2.2p per minute</b>
7 pence per minute	<b>3.1p per minute</b>
8 pence per minute	<b>3.9 p per minute</b>
9 pence per minute	<b>4.8 p per minute</b>
10 pence per minute	<b>5.9 p per minute</b>

Please note that during 2008, the regulation around 0870 numbers will change.

**0870 numbers prior to change**                    **payment to you 2.76p daytime, 0.6p evenings, 0.42p weekends per minute**

**0870 numbers post change**                    **charge to you 1.5p per minute at all times**

\*                    03 and 0800/0808 are charged to you per minute

\*\*                    Call payments to you are quoted are exclusive of VAT unless stated otherwise.

However there are many other benefits to buying your Inbound Services using the Charities Club contract:

### Service Management

Dedicated Service Managers in BT will take ownership of your requirements. They deal solely with non-geographic inbound services so are experts within the field.

### Account Management

BT provides a dedicated Account Team and an Inbound Specialist Team. Regular reviews are conducted to ensure that BT continues to meet requirements.

### Out of hours assistance

A dedicated BT out of hours support team that provides 24 / 7 support for Inbound services, 365 days of the year.

### Improved lead times by BT Service Managers

Rather than standard lead times; orders are generally turned around within 48 hours. Many smaller change requests are done on the same working day.

### Cost savings on moves and changes

No cost is associated with minor changes such as Deliver to Number (DTN) changes. Recording of announcements is also free of charge.

### Reduced advanced feature costs

The Charities Club contract offers lower than standard costs for most advanced routing features if these are required for your services. Services which only route to one location are known as "Basic" and services which utilise the advanced routing capabilities are referred to as "Advanced".

## What is available in the Charities Club contract?

### 0800 / 0808 Free to Caller services

Such lines may be appropriate if you are targeting those who may be deterred by the cost of a call (for example the elderly, young people, those on low incomes or where the nature of the call is confidential).

It is particularly applicable if your objective is to encourage as many people as possible to call.

For example, with counselling services, if the call is free it will not normally appear on the phone bill and as such a free call is very appropriate.

Calls are normally charged from mobiles but not from fixed lines regardless of the caller's communications provider.

### BT 0845

- An 0845 number is a non-geographic number, sometimes defined as a Business Rate Service, Special Services, Lower Rate or LoCall Rate, due to their price originally being the same as a local call.

Please note that these terms are now incorrect and should not be used.

0845 lets new and existing callers contact your organisation for no more than 4p per minute including VAT from a BT fixed line.\*\*\*

BT 0845 numbers are commonly used by a number of high profile charitable events, such as Comic Relief, for accepting pledges and donations.

### BT 0870

- 0870 numbers were originally branded national rate numbers or NationalCall rate.

Please note, that this term is now incorrect and should not be used.

With 0870, some of the charge to the caller is passed on to the call recipient in the form of a "revenue share". However, during 2008 the regulation which applies to 0870 caller charges will change and this will affect the commercial arrangements surrounding 0870. When the regulation changes; callers will pay the same as they would pay to call a number starting with 01 or 02. This in turn means that the recipient of the call will need to contribute to the cost of the call.

### BT 0844/0871

- 0844 and 0871 numbers offer numbers where callers pay a fixed rate per minute. 0844 is charged at up to 5p per minute including VAT from a BT fixed line.\*\*\* 0871 is charged at up to 10p per minute including VAT from a BT fixed line.\*\*\* BT has 0844 numbers charged at 1p, 2p, 3p, 4p or 5p and 0871 numbers charged at 6p, 7p, 8p, 9p and 10p per minute including VAT from a BT fixed line.\*\*\*
- With all 0871 and some of the 0844 numbers, some of the charge to the caller is passed on to the call recipient in the form of a "revenue share". This payment could help to fund or cover the costs of providing the service you are offering.

\*\*\* Call set up charges may apply. Mobile and other network providers charges may vary.

## 030x / 033x

Given the bad press surrounding high call charge rates and the practice of revenue sharing around 0870 in particular, Ofcom launched a more trustworthy tariff that is mainly targeted to be adopted by Government and not for profit organisations, for example charities, but is also available to any other customers wishing to have these numbers.

After a large consultation exercise, Ofcom released the 030x or 033x ranges in 2007. 030x numbers are only available for public services and not-for-profit bodies. 033x numbers are available for other customers. 034x and 037x ranges were also made available for customers wishing to migrate from their 084x and 087x equivalents.

Callers will pay the same amount for these calls as they would for calling a geographic number (01 or 02) on whatever package they have and whichever line they are calling from (including mobiles).

Calls to 03 numbers will be part of caller's discount packages and inclusive minutes in the same way as calls to geographic numbers.

## Pricing of Numbers

Up to 100 numbers per customer are provided free of charge; no set up charges or ongoing rental charges apply.

BT can also provide more memorable numbers which are classified as either Gold, Silver or Choice numbers. There are no additional ongoing rental charges however the following set up charges are applicable.

Standard Numbers	Free
Gold Numbers	£3,000
Silver Numbers	£1,500
Choice Numbers	£500



## Management Tools

As well as the financial and servicing advantages, the contract gives access to a range of management tools.

### BT Inbound Architect Control Functionality and Statistics

BT provides a powerful tool for managing call routing plans. Customers can manage their own moves and changes with 24 x 7 x 365 availability.

Inbound Architect also provides a range of call statistics including details of all calls, including those that were not successfully connected (for example if the caller received an engaged tone when all lines were busy). Inbound Architect provides you with:

- Easy access to the knowledge you need to plan, prepare and respond quickly to the changes that your business demands.
- Secure web service available 24 hours a day 7 days a week using standard web browser technology.
- Online reports that provide the information to make informed call routing decisions and Simple Controls can make it live in just a few clicks.
- Detailed reports which help you to understand better your callers, service performance and therefore costs and can help you plan for business improvements.
- Full Controls can empower you to design, build and manage your own call plans from scratch.

### BT Inbound Analyst Call Traffic Analysis

Inbound Analyst provides a wealth of statistical analysis and tailored reports to enable customers to analyse call traffic. This provides invaluable information enabling customers to make business decisions based on facts not assumptions.

The reports can be tailored to analyse specific numbers called, groups of numbers and/or for specific time periods. The software is downloadable and is regularly updated in line with growing user requirements. Not only is the software free but BT also provides regular free of charge user training sessions.

Inbound Analyst gives you:

- Drill-down capability from top-level reports to finer levels of detail
- Data that can be displayed in tabular, graphical or map form for powerful presentation
- Daily Raw Call Data provided the next day
- The option of a direct data feed to you via FTP or e-mail
- Raw Call Data storage and historical trend analysis

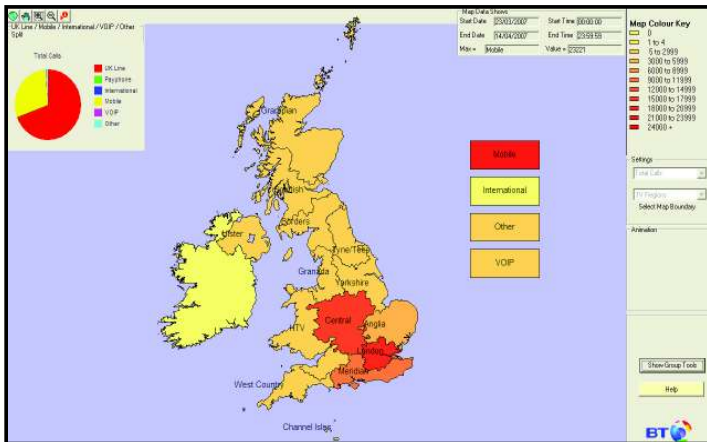
A demonstration of Inbound Architect and Inbound Analyst can be accessed via: [www.telemarketing1.bt.com](http://www.telemarketing1.bt.com).

Inbound Analyst software is also available to download from the same site.

### Pricing

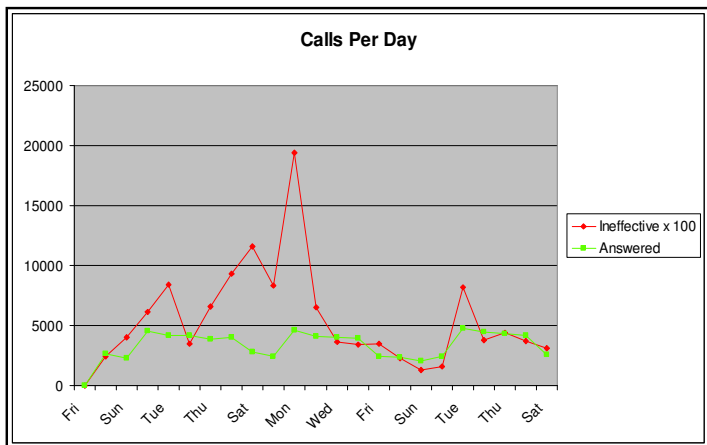
Prices as per the BT Price List.

## Example Reports



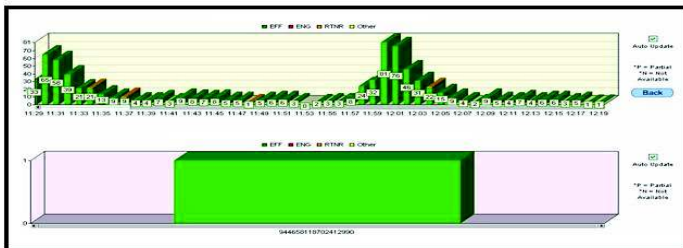
Map View

Example shows geographical displays of call origination.



Graphical View

Example displays both effective and ineffective calls



Graphical View

Rapid Reports available within 3 minutes of call origination

Group	Answered Calls	Cost £	Revenue £
0800	10	0.166	0.000
0808	2562	320.020	0.000
0845	73411	1383.482	0.000
0870	114	0.000	0.436
0906	1063	0.000	274.277
<b>Totals</b>	<b>77160</b>	<b>1703.668</b>	<b>274.713</b>

Tabular View

Example shows cost and revenue analysis

## Advanced Features – providing extra control

At the most basic level, 03 and 08 numbers serve as a single point of contact for the callers. For more complex programmes, you can use a single 03 or 08 numbers in conjunction with a series of contact centres and route incoming calls automatically to the most appropriate location.

- Advanced Features help you to make the most out of these numbers by utilising the BT network to direct callers to the right place at the right time, where it can be best answered.

With Advanced Features, you can greet your customers with customized announcements, provide information about your open hours, capture voice data of your callers, divert your calls according to specific day or time, or the location where the call originates from, and even prioritize the importance of your incoming calls.

### Benefits of BT Advanced Features

#### Powerful tool to handle customer contact

- Advanced Features can also be linked together to form a complex and powerful call routing plan that ensures your calls are delivered as quickly and effectively as possible even if unexpected events happen.

#### Be in control of your call routing

BT information management and control tools give you the ability to change your pre-set call routing plans according to your needs any time.

#### Solid back-up of service

BT Advanced Features are provided on a highly resilient network which can process over 1000 calls per second with greater than 99.995% availability.

The BT network is backed up by three separate sites at different locations spread all over the UK. If a disaster strikes at a location, BT Inbound services simply diverts the call traffic to the other two sites. This way, your daily business goes on un-interrupted.

#### Improved management of nuisance callers

Nuisance callers often withhold their Calling Line Identity (CLI) which makes managing the calls difficult. With BT Inbound Services, charities can manage their callers whether they allow their CLI to be presented or choose to withhold it. Even if the caller decides to allow or with withhold their CLI, the caller will be treated whatever the charity has decided to treat them in their call plan.

### Advanced Features Pricing

<b>Standard Features</b> Announcement; Time of Day; Day of Week, Special Date; Proportional Call Distribution; Switch; Divert on Busy; Caller ID; ISDN; Payphone; Many Numbers to a Single Plan (MNSP 1 – 10 dialled numbers); Messagelink1	No set up charge; no ongoing rental
<b>Premium Features</b> Condition Based Routing; Geographic Based Routing; Follow Me; Follow Me to Mobile; MNSP (11 – 20 dialled numbers); Changed Number Announcement; Dialled Number; Destination Mapping; Switch Near Real Time Update; Engaged Feature; Messagelink2	No set up charge; £400 per quarter ongoing rental
<b>In Line Services</b> Caller Provided Information (DTMF, Voice and PIN); Simple In Line Messaging	No set up charge; £400 per quarter ongoing rental

# Basic and Advanced Routing - Glossary of Terms

## Call Routing Features

### Time of Day (TOD)

Routes calls to different locations according to the time of day. Keeps you open 24 hours, and allows scheduled switching to automated answering.

### Day of Week (DOW)

Routes calls according to the day of the week. You can stay open weekends by switching to alternative answering points.

### Special Date (SD)

Enables special treatment for incoming calls on public or company holidays. Schedule resources to take calls in advance when your primary answering centres are closed.

### Proportional Call Distribution (PCD)

Routes calls to different locations on a percentage basis. You can split the number of calls distributed across multiple call centres to make best use of resources in each location, maximising the number of calls answered.

### Divert on Busy (DOB)

Diverts calls to an alternative answering position if the primary answering location is busy or does not answer. Makes sure all your calls are answered, however small your answering points – you can even divert calls to a mobile phone.

### Geographic Based Routing (GBR)

Routes calls according to where they are made. ,Allows you to route calls to the nearest office giving a 'local' feel to call answering.

### Switch

Stores a number of pre-defined alternative routing plans which can be activated on demand, either on-line or by phone through BT's 24-hour service centre. Vital for providing contingency plans in the case of unexpected loss of answering capability at one or more answering points.

## Call Handling Features

### Condition Based Routing (CBR)

Routes calls to an alternative answering centre when the primary location is busy. You can set up immediate arrangements to cater for unplanned surges in call traffic to ensure every call is answered.

### Simple in Line Messaging (SILM)

Allows clients to record a message and play it back to callers. Max length of message is 30 seconds or less than 75 words. SILM can be used for advertising- a typical example is 'Please have your customer reference available' or 'this call will be recorded for training purposes'.

### Caller Provided Information (CPI)

Enables customers to direct their call to the location best placed to service their call by entering numbers on their keypad – they can even be routed according to numeric details entered such as account number.

Callers direct themselves to the service they want, calls are answered more quickly and without going through a switchboard. A wide range of services can be reached through a single number.

### Many Numbers to a Single Plan (MNSP)

Delivers multiple numbers into the same plan. MNSP can help you improve utilisation, management and control of your plan routing and delivery simultaneously across more than one number.

### Caller ID (CID)

Allows calls to be routed according to their specific Caller Line Identification (CLI) or partial CLI. Specific groups of customers can be treated differently, for example a database of 'gold' customers can be maintained and their calls routed to specific agents.

### **Dialled Number Feature**

Uses the dialled number as the entry criteria to divert to alternative call treatments. Uses the dialled number as the criteria to help route an incoming call.

### **ISDN Feature**

Routes calls based on the ISDN data of the call. Makes it possible to handle incoming ISDN data calls and regular calls in a different way.

### **Payphone Feature**

Routes calls on the basis of call originating from a BT registered payphone. Differentiates call routing if the call comes from a BT registered payphone.

### **Statistics Feature**

Allows users with Inbound Architect to gather statistics of their call plans. You can gather information about the number of calls, and about how many of them were routed to a certain Node. The results are displayed in near real time.

## **Call Terminating Features**

### **Announcement**

Issues a standard courtesy announcement to the caller if it is not possible to answer the call.

Improves customer service by informing the customer if all lines are or busy or your office is closed, rather than them receiving an engaged or endless ringing tone.

### **Follow Me**

Used for out of hours availability. The feature now delivers 01, 02 and VOIP number ranges. Follow Me is ideal for smaller businesses with relatively small number of calls whom complex routing plans are not appropriate.

### **Follow Me to Mobile**

Feature can be included in an advanced plan where a client would like the calls to terminate on a (07 mobile range) instead of a fixed line. Suitable for out of hours availability or in an emergency situation.

### **MessageLink1 (Passive)**

Answers calls with a recorded message. Tells customers when you're open and how you can be reached if you're unavailable to answer.

### **MessageLink2 (Interactive)**

Automatically answers calls and allows the caller to leave a recorded message. Enables you to capture orders out of hours or when all your operators are busy.

### **Engaged Feature**

Plays permanent engaged tone. The permanent engaged tone indicates that you are not free to handle more calls.

## **Contacts**

For further information on taking advantage of the BT Inbound Services Charities Club contract, please contact your BT account manager.





Bringing it all together

#### Offices worldwide

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