



# Service Telephony. A value-adding module in T-VPN.

Service orientation wins customers and builds loyalty – Service Telephony in the T-VPN voice network helps you achieve it.

**How does your company ensure effective customer service?**

Do your customers reach you the first time they try to phone? Can your customers call you free of charge? And can you have customers pay for part of the service costs? Do you handle local queries locally?

Service Telephony in T-VPN is the secure basis for effective customer service. And it permits you to integrate existing structures perfectly – locally and internationally.

## Services and function.

With Service Telephony, your customers can reach you by phone either free of charge (freecall, e.g. 0800) or at differentiated rates of payment (shared cost, e.g. 0180call). You can set just the right variable payment structure to suit your needs. In addition, you can configure the system to forward calls according to your own choice of criteria. That means your customers dial into your company via the service number and calls are forwarded within your voice network solution according to specified criteria. This permits the system to use information about the source network of the caller, for example, to connect him with your company's nearest office. If your company operates a call center or telephone consulting services at multiple locations, call forwarding according to load should be considered: When a consulting resource is occupied, the call is automatically forwarded to a free position in another call centre. And call forwarding according to time-of-day is also possible – useful, for instance, if your company gets by with fewer consultants at night or on weekends and therefore keeps only a call center operational. As the functions are also available on an international basis, voice network resources can be used very flexibly and cross-nationally while retaining local and established access numbers and structures.

## The advantages.

Service Telephony allows you to make full use of company resources – in sales, service and support, for example, by routing incoming calls according to predefined criteria. In this way, personnel assignments can be adapted to suit changing requirements: calls are routed according to load on workdays and call forwarded to a single call centre at night and on weekends, for example. And the customer benefits from the well-defined structures and good reachability. The differentiated payment scheme via shared cost

numbers supports profitable service concepts that win customers and build loyalty, particularly in the support area. Service Telephony is ideally complemented by the T-VPN Contact Management module, which handles the database-driven qualification of calls already in the network and forwards them accordingly. That makes Service Telephony an indispensable component of solutions that permit rapid, flexible and cost-effective formulation of your company's business processes in voice communications.

## The facts:

### Service Telephony in T-VPN

- Standardised service numbers for the entire company
- Freecall, e.g. 0800 or shared cost, e.g. 0180call telephone numbers
- More flexibility through distribution of incoming calls according to time of day, load or caller's region of origin
- Cost reduction through optimised employee workload
- Qualified customer contacts
- Separating out of undesired calls
- Internationally available in more than 40 countries
- Monitoring and performance controls by means of comprehensive statistics (e.g. how many calls at what time of day, how many futile calls, how many calls from which region), which help to optimize customer service and personnel planning
- Service Telephony is a prerequisite of the Contact Management module (multifaceted, network-based call centre functionalities)

#### What is T-VPN?

T-VPN is a voice solution from T-Systems that connects lines from any number of locations to a virtual private voice network. Optional value-adding modules can be used to expand any T-VPN solution, incorporating intelligent functions to optimize your business processes.

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