

Answer your calls
on any device,
anywhere



Inbound - instant call management for smart businesses



Inbound is a cloud-based telephony service for both geographic and non-geographic numbers that provides online access to a full range of call routing, monitoring and management tools, empowering your business with the perfect customer service.

Available as Contact Point, Contact Path, Contact Pro and Business Continuity, Inbound is delivered through an intuitive web interface that enables changes to be made directly and quickly.

It can be set up in minutes, is easy to use and offers feature-rich network services that are scalable, cost-effective and require no capital outlay. With four levels of service, we have the right Inbound solution for your business.

Who is Inbound aimed at?

Inbound provides solutions to everyday business problems and helps you maintain the highest levels of customer service, regardless of what may be impacting the business. It is an important service for any organisation looking to fulfil the following business operations:



Customer service

Excel in customer service, for example by managing callers during busy hours or when the office is closed.



Business continuity

Cater for business continuity in the event of a disaster by instantly redirecting calls to another site.



Call recording

Record calls for compliance or training purposes and report on productivity.



Contact centre services

Provide contact centre services - for instance call centres looking to professionally handle calls for multiple clients.



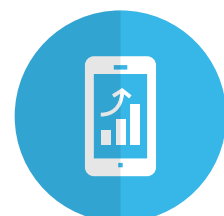
Local or national presence

Create a local (01/02 number) or national (08/03 number) presence.



Campaign reporting

Monitor advertising campaigns and report on the return on investment.



The benefits of Inbound

- Use with any number, anywhere, from any device – the service is available on both geographic (01/02) and non-geographic (08/03) numbers and is accessed through a secure user-friendly website
- Multi-purpose – use the service to effectively manage everyday calls, to enable employees to work more flexibly or as a robust business continuity solution
- Easy-to-use – the entire service is designed to be jargon-free, intuitive and to enable you to become very productive, very quickly
- Immediate set up – everything's online and directly feeds into our network giving the ability to instantly create or make changes to call plans, announcements and other features
- No capital outlay – no set up costs means that it can be funded out of operational spend, enabling quick decision making and implementation

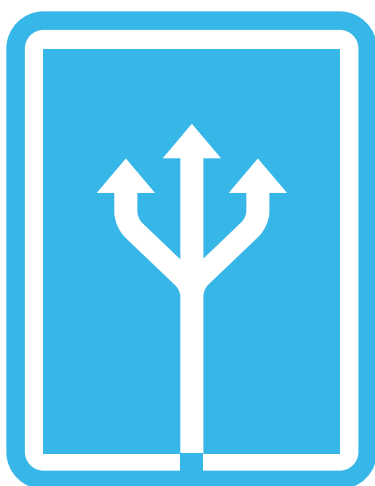
From simple call routing to complex call centre services

Choose the best Inbound service to suit your business:



Contact | Point

Contact Point – ideal for the sole trader/single-site business that wants to set up and change their call routing according to opening hours/staff availability.



Contact | Path

Contact Path – suitable for multi-site/multi-department organisations that need to route calls according to who the caller is, by caller's location to the nearest office or the relevant account manager. Hunt group routing across particular teams is also possible.



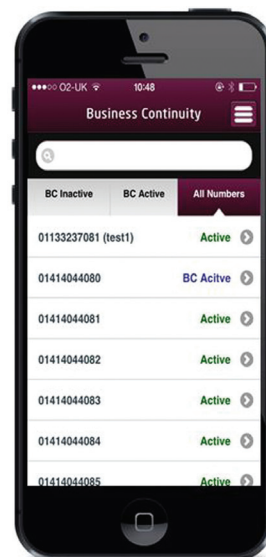
Contact | Pro

Contact Pro – provides complex, reliable call centre functionality, suited to businesses that place high value on customer service and are looking to deal with incoming enquiries effectively without missing a call.



Business | Continuity

Business Continuity – provides high-level assurance and control over inbound calls, ensuring they are always answered, regardless of the circumstances. For added peace of mind, 10,000 minutes are included for a fixed monthly fee. The service can be accessed via a secure website or through an easy-to-use mobile app available for use on Android, iOS (Apple), Windows Mobile or BlackBerry devices.



Inbound features



Take a look at the range of Inbound features available. Optional features can be added to the Inbound Contact Point, Path, Pro services including real-time Advanced Call Statistics, Call Recording, Voicemail and Call Whisper. Business Continuity includes some of these options as standard plus a generous call bundle and greater built in flexibility on destination choice in the event of a disaster.

Features	 Contact Point	 Contact Path	 Contact Pro	 Business Continuity
Secure Online Management for quick and easy access	✓	✓	✓	✓
Set user access to specific features and numbers using Administration rights	✓	✓	✓	✓
Make informed business decisions with Performance Statistics	✓	✓	✓	✓
Never miss a call with Divert on Busy / No Answer / Failover	✓	✓	✓	✓
Time of Day/Day of Week Routing to suit your business hours	✓	✓	✓	✓
Deal with weekends and bank holidays using Date Routing	—	✓	✓	✓
Load balance your calls across teams or sites with Call Distribution	—	✓	✓	✓
Use a Hunt Group to find specific people or the first available person to answer the call	—	✓	✓	—
Tailor call routing according to your caller's number with Area Based Routing	—	✓	✓	—
Cope with your busy periods using scalable Call Queuing	—	—	✓	—
Provide callers with menu options for call routing using Auto Attendant (IVR) / Announcements	—	—	✓	—
Use Call Recording for audit trails, compliance or training purposes	Optional	Optional	Optional	Optional
Pick up, share or archive voicemail across your sites or teams with Voicemail Management. Choose to retrieve voicemails online or by email as .wav files	Optional	Optional	Optional	✓
Personalise call answering according to inbound numbers with Call Whisper	Optional	Optional	Optional	Optional
Measure advertising ROI and productivity with Advanced Call Statistics	Optional	Optional	Optional	✓
Receive statistics for daily, weekly and monthly periods via email with Inbound Reports	Optional	Optional	Optional	Optional
Activate call plans on the move with the Inbound App	Optional	Optional	Optional	✓

How does it work?

Once subscribed, you can access Inbound's Contact Point, Path and Pro services online at www.myinbound.com and Business Continuity at www.mybusinesscontinuity.co.uk. The intuitive user interfaces are used to create inbound call routing plans which feed directly into Gamma's network for immediate activation, access subscribed features and tailor call plans to meet your individual business requirements.

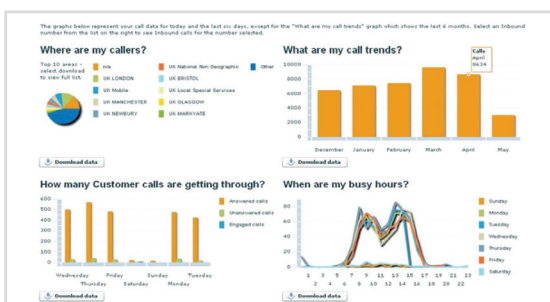


Build tailored call plans

Build an unlimited number of call plans according to your business operating hours and modify them instantly in accordance with your changing business needs. Schedule call routing in advance according to your business hours and call handling preferences and use call divert options to maximise your call handling potential to provide improved service to your customers.

Call queuing

Queue incoming calls on a destination number to assist with call handling during busy periods. Use live queue statistics to monitor customer service and make instant changes in terms of queue management and size with optional queue breakout and overflow preferences to an alternative destination, announcement or voicemail service. Project onto a wallboard to give immediate feedback to call handling agents and their supervisors.

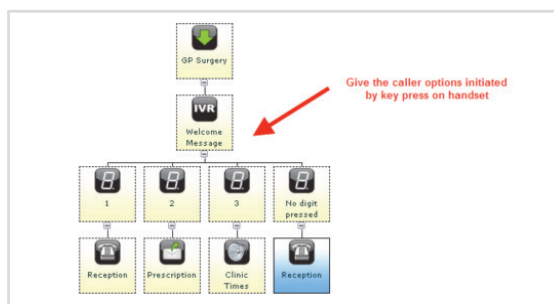


Call statistics

Easily-interpreted graphs of your inbound call statistics help you track calls and enhance your marketing. Snapshot data provides you with results of call handling efficiencies enabling you to make informed decisions.



Options



Auto Attendant (IVR) / announcements

Interactive Voice Response (IVR) allows you to upload file announcements to an Inbound call plan as a way of communicating with callers. Use IVR to provide callers with call routing options and announcements to inform them of details such as opening hours and website address when the office is closed.

Administration rights

An account administrator is able to add new users and assign them access rights and specific numbers. Create profiles for additional users in an instant, and control who can see and change what within an account.

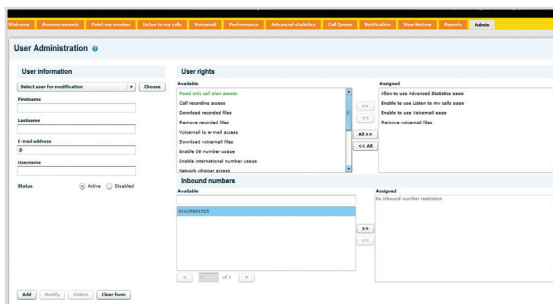
Advanced Call Statistics

Online access to comprehensive live call statistics shows you call handling efficiencies such as productivity, call patterns and caller behaviour and enables you to make informed business decisions. Data includes time to answer, call waiting time, call outcome and caller details.

Inbound Reports

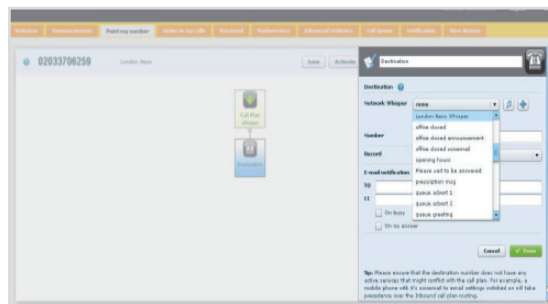
Call statistics emailed to you on a daily, weekly or monthly basis. Choose from a summary of calls per number or full statistics per individual call.





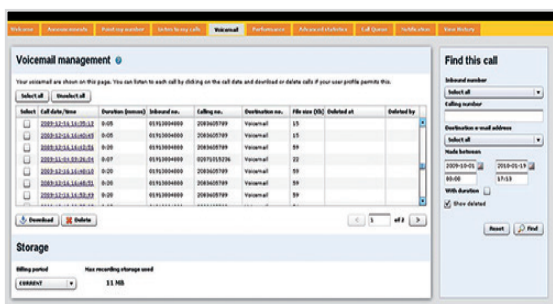
Call Recording

Record calls for compliance, customer service or audit purposes. Inbound provides secure online access to file storage and retrieval of call details with comprehensive search filters to play, download or delete calls according to pre-defined login permissions.



Call Whisper

Just before a call is taken by a call centre operative a message can be played to them giving further information on how to answer each call. So, if the operative is taking calls for various companies or departments they receive information on how best to answer each call, ensuring a more tailored response.



Voicemail Management

Pick up, share or archive voicemail across your sites or teams with Voicemail Management. You can choose to retrieve voicemails online or by email as .wav files - a great way to maintain records and audit trails for callers' messages.



Inbound App

An optional facility to enable Inbound call management from your smartphone. Great for making changes whilst on the move / in a Disaster Recovery scenario, the Inbound app provides access to key Inbound functions in addition to call history and weekly call trends.

The Inbound App is compatible with Nokia, Apple, BlackBerry and Android operating systems.





Tel 0333 014 7990
Email marketing@gamma.co.uk
Web www.gamma.co.uk



We're a certified Carbon Neutral* Company. This means you can demonstrate green credentials yourself. By working with us you have a solution that not only helps the environment but also enables you to become greener and conform to new Government environmental policies.