

AVOIDING DISASTER: WHY UNIFY & GAMMA?

WHY USE THE GAMMA NETWORK?

SECURITY & RESILIENCE

Data Security

As a tier-one telecommunications operator, Gamma ensures that they offer multiple options for technical and operational resilience and data security. This means services are available 24x7x365 and certified to industry security standards.

Network Resilience & Disaster Recovery

The last thing you want is a large-scale network or platform outage resulting in a loss of service. That's why it's business critical that your inbound supplier provides complete network and platform resilience. With a carrier-class network and a physical infrastructure which is based in multiple geographic locations (Manchester, London, Milton Keynes, Bristol, Birmingham and Leeds), you can rest assured that your inbound network is completely resilient.

“Services are available
24x7x365 and certified to
industry security standards”



WHY USE THE GAMMA NETWORK?

CALL ROUTING & MANAGEMENT

Each year, businesses in the UK lose a total of £15.3 billion when customers stop purchasing due to poor service experiences. Within the last 6 months, 24% of UK customers have stopped doing business with a company based on a bad customer service experience.

There were a variety of reasons cited, including:

- **Unfair fees or charges**
- **Poor product or service quality**
- **Rude or disinterested employees**
- **Inability to get hold of anyone to deal with the problem**
- **And many more...**

There's a huge potential to improve both your service and your bottom line, just by managing your inbound calls better.

Better Call Routing Capabilities

Helping your customers to reach the right departments faster is crucial. Being able to direct calls to different teams or departments based on criteria like the geographic origin of the call, the number the customer is calling from, the number the customer dialed or the time of day or day of the week the call is received can result in faster resolution times and happier customers.

“Each year, businesses in the UK lose a total of £15.3 billion when customers stop purchasing due to poor service experiences.”



WHY USE THE GAMMA NETWORK?

CALL ROUTING & MANAGEMENT

Your call handling processes need to get your callers to the right people as quickly as possible, every time (even during peak call times). With call routing features you can distribute calls appropriately. Features like:

- IVRs to help callers identify the reason for their call and route them to the right department
- Call distribution to balance calls between multiple teams/office locations at peak times
- Call queuing to allow customers to hold until an agent is available
- Call diversion to re-route calls in case of unavailability or emergency
- Recorded messages to direct callers to alternative sources of information like the website, prompting self-service options and freeing up lines

can all help to create consistently happy customers.

Put your customers at ease by presenting local phone numbers (even if you don't have a physical office in that location). Using area-based routing you can make sure calls are received by the right teams.

TIP Review your historic call stats to try to understand the reasons for call abandonment rates. Use your call management system to unlock insights into customer call behaviour and access advanced call statistics to determine the most frequent exit points in your call flows. *

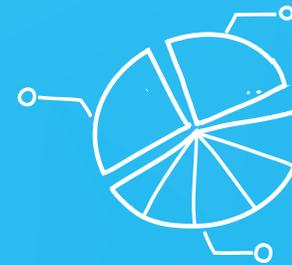
WHY USE THE GAMMA NETWORK? CALL ROUTING & MANAGEMENT

More Control with the MyInbound Portal

The MyInbound service can be used with any 01/02/03/08 number anywhere, from any device. It provides access to a full range of call routing, monitoring and management tools. With features to help you manage incoming calls, provide greater efficiency and better customer service, users can manage everyday calls and reduce costs through network-based queuing.

With the choice of web-based administration or view-only access to manage call routing plans, you're able to activate real-time disaster recovery diverts and routing changes. With a mobile phone app available to provide access to this functionality on-the-go, you can ensure real-time business continuity.

“More control, greater efficiency and better customer service with MyInbound Portal”



WHY USE THE GAMMA NETWORK?

NUMBER TYPES & PORTING

Number Types

Because of the porting requirements, your number types should form part of any inbound migration plan from the outset.

It works like this: numbers in the UK are allocated by Ofcom to all communications providers. Gamma apply to Ofcom for number ranges as and when required. When numbers are allocated to Gamma, they must submit a request to all UK providers to build the ranges on their network. This means that when a call hits any provider, they know who the Rangeholder and the call will always route to them.

Unify's Porting Expertise

At Unify, our team are very comfortable managing number porting projects. We've run countless successful migrations. Working closely with our customers we can help with the assembly and completion of the necessary Ofcom documentation, as well as the coordination between service providers.

We can help to test porting setup before activation, ensure numbers are released at the right time and the new port is activated successfully.



WHY USE THE GAMMA NETWORK?

NUMBER TYPES & PORTING

If you already use the range/number you want:

This is just a case of moving existing number ranges across to our new solution. This means the ports would need to be validated with the current communications provider. Typically, it's straightforward as we have porting agreements with most providers in the UK. However, if we/Gamma don't have an agreement in place already we can just use the BT IPEX system to bring the necessary numbers across.

If you want a new range/number:

Gamma have a wide range of geographic and non-geographic numbers available, so it's pretty straightforward to provision a new range/number. However, if you request a specific telephone number, we may not actually have that range available to us (as it could be allocated to a different communications provider). It's not a problem though – it just means we'd have to request to port that range across to the Gamma network. Requested ranges must be used within 3 months or they're reallocated.

Alternatively, you could select the next available number or range – however we understand this isn't always an option.

Number Discovery

Sometimes, your numbers might have been purchased from a third-party reseller, or you might not know who exactly it is currently holds them. Don't worry! We can run a discovery piece to identify your range holder and make it simple for you to move your numbers across to us.

As experts in all things contact centre and enterprise telephony, Unify Communications have successfully delivered transformation projects in businesses across the UK and internationally. Working closely with industry leading vendors to supply bespoke communications solutions, they can help your organisation to achieve significant commercial savings whilst reducing stress and increasing features available to you.

With inbound solutions offered across 3 tiered plans and charged at a monthly subscription rate, Unify can provide an intelligent number platform built on a highly resilient network – meaning your business saves on CapEx spending.

TELL ME MORE ABOUT THE INBOUND SERVICES YOU PROVIDE