

# CALL ROUTING

*Make it easy for your customers to reach you.*



Our call routing services enable you to route your numbers through a menu. The menu allows the caller to pick what area of the company they would like to reach. We offer the following services that are each customized to meet your specific needs.

## **SIMPLE MENU ROUTING/AUTO ATTENDANT**

With Simple Menu Routing/Auto Attendant, the caller dials the routed toll-free number (TFN). A preset greeting is played, which prompts the caller to choose a numeric option from the menu. The caller makes their selection and is routed to the appropriate location. Simple Menu Routing involves one TFN with one or more layers of routing (single layer routing and multiple layer routing, respectively).

## **ZIP CODE ROUTING**

If ZIP Code Routing is activated, the caller is prompted to enter their five-digit ZIP code when they dial the advertised TFN, which is associated with a company/business location in a particular region. Upon entering their ZIP code, the caller is redirected to the location closest to them.

## **AREA CODE ROUTING**

Area Code Routing uses automatic number identification (ANI) to identify the incoming telephone number to seamlessly direct calls to the correct location. Essentially, the caller does not have to manually supply any information in order to be directed to the closest company location.

## **TIME-OF-DAY ROUTING**

Time-of-Day Call Routing redirects calls based on an automated schedule rather than on a menu selection. At the time or on the day determined by you, calls are redirected to another number.



### ROUND ROBIN ROUTING

Round Robin Call Routing distributes calls evenly among multiple numbers. For example, if your business has three stores or locations that are sharing inbound calls equally, then Call 1 will be routed to Store 1, Call 2 will be routed to Store 2, Call 3 will be routed to Store 3, and Call 4 will be routed back to Store 1. This loop will continue as the routed TFN continues to receive calls. This type of call routing can also be used with individual agents so that leads are distributed evenly to each agent in the system.

### PULLBACK CALL ROUTING

Pullback Call Routing pulls unanswered calls back and redirects them to a predetermined end point. The caller dials the routed TFN, a preset greeting is played and then the call is distributed to the designated number.

### CALLER-ENTERED DATA CALL ROUTING

Caller-Entered Data Call Routing requires callers to enter any data set determined by you in order to reach the correct location or person. For example, you may wish to have the caller enter an extension or a promotional code to reach the correct end point.

### CUSTOM CALL ROUTING

Custom Call Routing involves layering two or more types of routing. With this option, there are multiple menus a caller chooses from in order to reach the appropriate person or department. For example, you may choose Area Code Call Routing as your first layer of routing so the caller is automatically routed based on their area code and prefix. Then you may choose to use Simple Menu Routing as your second layer of routing, giving the caller the option to press 1 for English and 2 for Spanish.

Every business's situation is unique, so we give you the ability to customize your phone menu to meet your needs.

**Who's Calling** provides you with the tools you need to maximize your business's marketing potential and increase sales and revenue.

Call today to learn more — **866.595.3333**.