

Take advantage of IP Toll-Free inbound calling



AT&T IP Toll-Free is an inbound VoIP service delivering toll-free calls directly to your locations. This benefits growing businesses who are going through digital transformation.

AT&T IP Toll-Free service is a voice service similar to traditional toll-free service, with the bonus of data traffic can travel with it over a single IP network utilizing the AT&T common shared business IP platform. Toll-free calls originate in the public-switched telephone network (PSTN) and travel over the high performing AT&T MPLS network for delivery via an IP access facility. The IP Toll-Free call is then delivered to a router at your site for completion in your premises equipment.

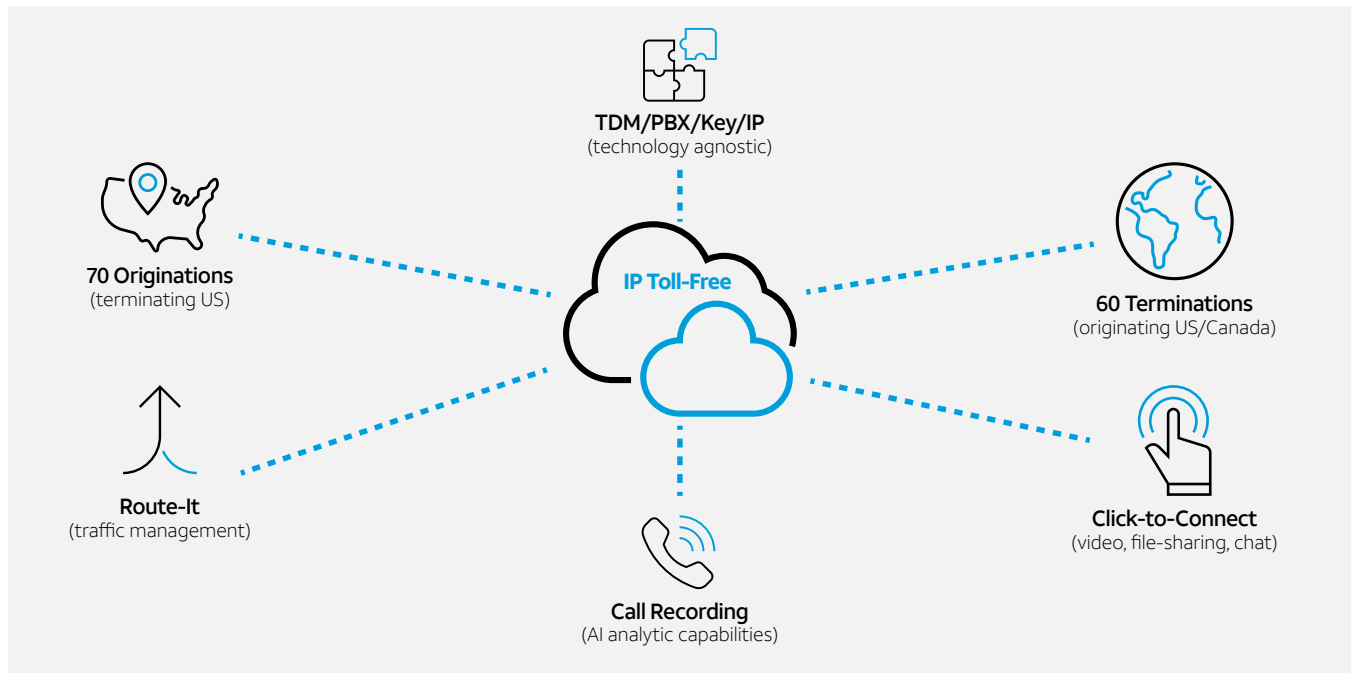
With voice and data service on one network, you'll need fewer network, operations, and maintenance resources, which can lower operating costs. The consolidated infrastructure allows you to migrate your voice service to IP technology at your own pace while reducing capital outlay and controlling costs. The supported compression algorithms (codecs) drive greater utilization of network and premises facilities.

Potential benefits:

- **Total cost of ownership** – Potential reduction in capital outlays, consolidation of access and network, efficient use of bandwidth, increased concurrent calls due to compression, and potential elimination of dedicated voice circuits.
- **Control routing** – Make your operations more productive and efficient with tools to better monitor and manage performance.
- **Future planning** – Upgrade or replace a legacy communications system with one that can better meet current and future operational requirements.
- **Simplify management** – Streamline the process of managing your communications system with one network for both voice and data needs from a single provider
- **Highly secure** – Strengthen your network security policies and help protect vital sensitive data for your organization with a highly secure and private network.

Features:

- IP-network-based, pre- and post-answer SIP transfers, enhanced call information delivery, and data forwarding
- Supporting calls originating from 150 countries
- Supporting calls terminating in 50 countries
- Toll-free advanced features supporting both IP and TDM locations
- MPLS class of service (CoS) traffic classification
- AT&T BusinessDirect® portal for electronic servicing and network management
- Standard toll-free calling features including calling party number delivery (CPN) and dialed number identification service (DNIS)
- PCI compliant when deployed on AT&T's VPN network



Toll-free applications can be supported with multiple contact center sites with a mix of switched and dedicated access and a mix of nodal and IP terminations allowing migration and integration of your services as the needs of your business grow and change. AT&T IP Toll-Free service supports session initiated protocol (SIP) signaling, enabling you to deploy and position yourself for the future. Since IP Toll-Free is supported on AT&T Virtual Private Network (VPN) Service and AT&T Dedicated Internet, you can choose a solution that fits your convergence strategy.

AT&T IP Toll-Free supports both traditional time division multiplexing (TDM) private branch exchanges (PBXs), AT&T-certified IP PBXs, and other CPE (customer premises equipment) such as voice portals, conference bridges, and fax servers. IP Toll-Free works with SIP trunking to further enable optimization of your transport connections. The optional SIP-based IP transfer connect features provide more efficient pre- and post-answer transfer capabilities including information delivery and data forwarding options. Additional toll-free advanced features remain consistent as you migrate from TDM to IP terminations.

More secure

Our private, MPLS-based IP network is designed to support your voice and data needs with all the security and capabilities inherent to MPLS defined

above. IP Toll-Free employs MPLS with class of service technology to allow classification of traffic based on application, bandwidth and latency needs. CoS gives your voice calls the highest priority to help ensure your mission-critical communications are delivered reliably to your contact center. In addition, IP Toll-Free is PCI compliant when provisioned on AT&T's VPN network.

The AT&T redundant and survivable IP/MPLS network helps prevent denial of service or deterioration of VoIP services, helps ensure confidentiality and privacy, and helps protect system functions from corruption. With the multi-layered security features of our VoIP infrastructure, your IP toll-free service provides a high level of end-to-end voice and data integrity.

AT&T provides you with our industry recognized AT&T BusinessDirect® portal providing electronic servicing and network management of your AT&T VPN Service or dedicated Internet service.

AT&T customer care teams monitor and maintain your AT&T IP Toll-Free service on a 24x7 basis. Technical support includes maintaining and monitoring managed routers, modems, and AT&T provided CSU/ DSUs channel service units/data service units. AT&T also provides fault monitoring for the VoIP network elements and IP access routers. Count on technical support and service virtually whenever you need it.

Feature	Opportunity	Solution
AT&T IP Transfer Connect	<ul style="list-style-type: none"> Maximize contact center productivity Increase customer satisfaction by reaching the right place the very first time 	Provides pre-and-post answer, SIP-enabled redirection designed to efficiently move toll-free callers to the appropriate agents, departments or locations without asking callers to redial.
IP InfoPack	<ul style="list-style-type: none"> Provides a positive customer user experience when interacting with contact center Delivers customer specific data 	Enhances call information providing richer data features delivery and data forwarding including calling party number (CPN), billing number/ ANI, originating line information, and up to 256 bytes of user-to-user information
Click-to-Connect	<ul style="list-style-type: none"> More efficient way to reach a customer resolution and improve customer satisfaction by sharing images and video Reduce handling time within seconds Optional artificial intelligence chatbots with seamless escalation to a human service agent 	Easy over-the-top application, to move a caller from a voice phone call to remotely assisting users in real-time by activating video, document sharing, and screenshare. This capability initiates via an embedded URL in a text or eMail, so no integration or thick client is needed on the agent's desktop.
Redirection	<ul style="list-style-type: none"> Remote work or business continuity Flexibility 	Direct call to secondary location when primary is unavailable
Routing	<ul style="list-style-type: none"> Manage resources wisely Direct calls to the proper resources More time providing service, less time call directing 	Routes calls to different locations or different arrangements at the same location based on specified parameters (such as time of day, day of week, or area code).
Announcement	<ul style="list-style-type: none"> Easily reach the correct department or person 	Guides your callers allowing them to reach the correct department or hear important information by following the prompts. Use generic announcements or customize to fit your needs.
Control	<ul style="list-style-type: none"> Respond to peak business activity periods Provide special staffing and resources as needed Business continuity resource 	Allows you to store and activate routing plans for back-up or disaster recovery and make real-time changes to your feature parameters. When using the control features, you can meet special staffing and resource management needs or respond to peak business at different times of the day, on certain days of the week, or different times of the year.
Call Recording	<ul style="list-style-type: none"> Delivers customer insights to create actionable results Satisfies various corporate or governmental compliance needs Promotes performance management, employee coaching, and training opportunities 	Carrier-grade call recording of the entire call to deliver voice data via cloud, reducing cost, and complexity. Big data analytics are available through Voice AI to perform smart search, tone and sentiment analysis, as well as convert calls to text with transcription.

Why AT&T

Take control over where and how you connect while providing your end customers a consistent user experience. And with AT&T, you get a provider that has the knowledge and expertise to design and install an IP network solution that works virtually seamlessly with your existing service.

To learn more about AT&T IP Toll-Free, visit att.com/IPTollFree or call an AT&T representative at 877-287-5676.

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