

Stay connected to your customers with AT&T IP Toll-Free



AT&T is a market leader in IP Toll-Free services.

Get secure, reliable toll-free service for improved customer communication and satisfaction.

Chances are your business connects with customers a lot differently than it did just a few years ago. To keep up with the needs of your business and your customers, you need a toll-free voice service that has your present and future in mind. One that's secure, flexible, and reliable enough to manage inbound calls and elevate the customer experience.

With AT&T IP Toll-Free you get an inbound Voice over IP (VoIP) service that works like a traditional toll-free service to deliver calls directly to your business or contact center. Voice calls travel over an IP network, which allows data to travel with them. That means you no longer need to pay for separate voice or data services, or spend time and money managing each one.

Cost-effective and efficient

With voice and data on the same network, you'll need fewer network resources, fewer vendors, and less maintenance, which can lower your operating costs. And to make sure customers can reach you, we support calls originating from 170+ countries and territories that can be delivered to your location or to a variety of cloud terminations.

Features

- Cloud-based or premises-based
- Supports calls from 170+ countries and territories with worldwide termination
- Supports internet-based terminations with encryption
- Supports IP and Time Division Multiplexing (TDM)
- Available over-the-top (OTT)

Benefits

- Secure and private
- Reduced total cost of ownership
- Control routing boosts productivity and efficiency
- Future planning capabilities to meet current and future needs
- Voice and data communications in a single service

IP Toll-Free lets you migrate your voice service to IP technology at your own pace. This is ideal if you're looking to undergo a digital transformation but are mindful about finances. You control how and when you upgrade, allowing you to make call center operations more productive and efficient as you see fit. Instead of spending a large sum up front, you only pay for what you use, and you retain ownership of all your toll-free numbers.



Flexible and easy to use

If you're wondering whether moving to an IP network means having to change the way you operate, IP Toll-Free can support multiple contact center sites using a mix of different access and termination options. Customized solutions are also available to help you migrate and integrate services as business needs grow and change.

We offer our toll-free service one of two ways: either by using our high performing Multiprotocol Label Switching (MPLS) network or over-the-top (OTT) of your existing internet service. Session Initiation Protocol (SIP) signaling lets you add voice, video, and messaging applications to keep you in step with customer preferences as they evolve. IP Toll-Free

supports traditional TDM private branch exchanges and SIP trunking. It even works with equipment like voice portals, conference bridges, and fax servers. Leveraging your existing resources is just one of the many ways we work with you to make your IP transition seamless and easy.

Secure, private, and reliable

Whether you choose MPLS or OTT, IP Toll-Free provides a high level of end-to-end voice and data integrity, making us a proven and reliable choice. MPLS preserves confidentiality using built-in multi-layered security and class of service technology to make sure voice calls receive the highest priority. And because it's a private network, system functions are protected against denial of service and service disruptions so you stay accessible and available. For OTT, calls are encrypted automatically using Transport Layer Security. IP Toll-Free is also Payment Card Industry (PCI) compliant when provisioned with our AT&T VPN network.

Around-the-clock support

Our service is only as good as the support you receive. As an AT&T IP Toll-Free customer, you have access to our AT&T BusinessDirect® portal for electronic servicing and management of your AT&T VPN Service or dedicated internet. Our AT&T Business customer support team monitors and maintains your AT&T IP Toll-Free service 24/7 to ensure you stay connected, including technical support for all managed equipment.

Improved customer experience

AT&T IP Toll-Free offers a range of standard and add-on capabilities to improve response times and enhance every customer interaction. Features like Control, Call Routing, and Intelligent Interactive Voice Response (IVR) enable you to better manage peak activity, route calls more effectively, and automate routine tasks to deliver timely and efficient resolutions for your customers now and in the future.

| Feature | Opportunity | Solution |
|-------------------------------------|---|--|
| AT&T IP Transfer Connect | <ul style="list-style-type: none"> Maximize contact center productivity Increase caller satisfaction by ensuring calls are directed to the right place the first time | <ul style="list-style-type: none"> Provides pre-and-post answer, SIP-enabled redirection to move callers to the appropriate agents, departments, or locations without asking them to redial |
| IP InfoPack | <ul style="list-style-type: none"> Deliver a more positive user experience using customer-specific data | <ul style="list-style-type: none"> Provides rich data features to enhance call information delivery and data forwarding, including calling party number (CPN), billing number/automatic number identification (ANI), originating line information, and up to 256 bytes of user-to-user information |
| Intelligent IVR | <ul style="list-style-type: none"> Use artificial intelligence (AI) to interact with callers, answer complex questions, and perform tasks Route calls based on the caller's selection Retain existing contact center environment with little-to-no disruption Integrate with your CRM, including options for AI and reporting | <ul style="list-style-type: none"> Integrates AI with a cloud-based IVR to better manage interactions with users, answer complex questions, and perform tasks |
| Redirection | <ul style="list-style-type: none"> Create opportunities for remote work or business continuity Offer contact center flexibility | <ul style="list-style-type: none"> Directs call to secondary location when primary is unavailable |
| Routing | <ul style="list-style-type: none"> Manage resources more effectively Direct calls to the proper resources Spend more time providing service, less time directing calls | <ul style="list-style-type: none"> 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"> Guide callers to the correct department or person | <ul style="list-style-type: none"> Guides callers to the correct department and enables them to hear important information using prompts Supports generic and customized announcements to fit your needs |
| Control | <ul style="list-style-type: none"> Respond to peak business activity periods Add special staffing and resources as needed Maintain business continuity | <ul style="list-style-type: none"> Lets you store and activate routing plans for back-up or disaster recovery and make real-time changes to your feature parameters Lets you 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"> Generate actionable results based on customer insights Satisfy various corporate or governmental compliance needs Promote performance management, employee coaching, and training opportunities | <ul style="list-style-type: none"> Carrier-grade call recording delivers voice data to the cloud, reducing cost and complexity Voice AI uses big data analytics to perform smart search, tone, and sentiment analysis, as well as convert calls to text with transcription |
| AT&T Route It!® | <ul style="list-style-type: none"> Increase call completion rates Reduce the number of lost and unanswered calls Increase customer satisfaction Save time and money with on-demand self-service | <ul style="list-style-type: none"> Lets you create and modify your toll-free routing plans and adjust them as needed in real time |

Call our AT&T IP Toll-Free experts today. 877.287.5676

Why AT&T

Control where and how you connect with your customers for an improved user experience. When you choose AT&T Business, you get a provider with the knowledge and expertise to deliver an IP network solution that works seamlessly with your existing service.

To learn more about AT&T IP Toll-Free, visit [ATT.COM/IPTOLLFREE](https://att.com/ipTOLLFREE) or contact an AT&T Business representative at 877.287.5676.