



## Benefits

- Eliminate lost revenue due to missed calls
- Improve customer experience
- Maximize business productivity
- Manage ICR anytime, anywhere via convenient web portal
- One-stop source for customer support, available 24x7
- Access to real-time reporting and detailed call metrics
- Create custom business continuity and disaster recovery plans

# Intelligent Call Routing

Intelligent Call Routing (ICR) is a sophisticated network-based service that routes calls to specific locations based on network-provided, caller-entered, or customer-supplied data.

ICR offers businesses like yours new ways to reduce operating costs without sacrificing customer service. Database routing capabilities include, but are not limited to, the following:

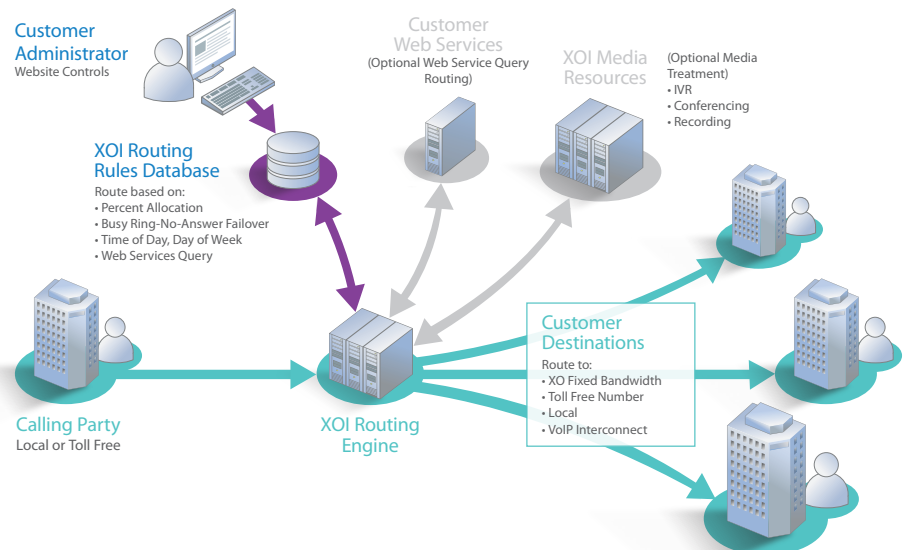
- **Emergency Override** – Complex routing configurations may be quickly overridden in the case of an emergency.
- **ANI Blocking** – Businesses may block certain callers from transferring to your call centers.

## Rules-Based Routing

- **Percent Allocation** – Pre-determined percentages, based on available capacities at each location, allow for highly effective usage of your capacity.
- **Web Services** – XO’s ICR can reach out to customer-controlled web services for customized routing instructions.
- **Ordered-List** – you can define an Ordered List based on priority of destination. ICR will run through this list until all routes are exhausted.

## Time-Based Routing

- **Clock and Calendar** – Time of Day and Day of Week Rules enable routing to various contact centers, individual numbers, and to self-service IVR applications.
- **Holiday** – Holiday Routing allows you to route calls based on specific date ranges to your various destinations.



## Menu-Driven Routing & Media

- **Menu Selection** – Callers are able to direct themselves to the most appropriate destination. Menu Selection Routing is very helpful in scenarios where businesses support multiple languages and skill sets.
- **Caller-Supplied Data** – Route based on caller-entered digits (e.g., survey questions, account numbers, etc.). Businesses use caller-entered data to direct selected callers for specialized handling.
- **Pre Messaging** – Provides promotional or informational announcements to callers as part of an introduction message before transferring call to destination.
- **Post Messaging** – Should ICR run out of available routes to send a call, an optional, customer-defined “closing message” with further instructions may be played to the caller.
- **Call Recording** – You may record all, or a portion of, calls that go through XO’s ICR. XO posts recorded calls for easy retrieval in a variety of formats.
- **Information Whisper** – A “whisper” message such as call type or caller account information may be played to the transfer recipient prior to calling party being connected.

## Calling Area Routing

- **Area Code/Prefix** – Route calls to destinations based on the region from which calls originate.
- **Calling Party** – Route specific to the calling party’s telephone number.

## Call Redirect & Transfer Options

- **Touchtone-Based Network Transfer** – A touch-tone sequence is used to invoke another transfer attempt.
- **XML-Based Network Transfer** – Your premises-based equipment may initiate transfers via XML web-service call to ICR.
- **Conference** – The called party is allowed to bridge in a third party to the call.
- **Consult** – The called party is allowed to bridge in a third party, while placing the caller on hold before bridging all parties together.
- **Supervised Transfer** – Upon transfer from the ICR, the XO platform “listens” for call connection. If the call does not connect due to any of the following reasons, the call is pulled back to the XO ICR platform for Automated Redirection.
  - **Ring No Answer** – Upon transfer from ICR, you can pre-set ring duration in the event your equipment does not answer.
  - **Busy** – Upon transfer from the ICR, the platform detects a network- or customer-triggered busy signal.
  - **Tri-Tones/Operator Intercept** – Upon transfer from the ICR, the platform detects a Tri-Tone or Operator Intercept.

## ICR Self-Service Web Portal

The XO web portal offered with Intelligent Call Routing allows administrators to proactively manage toll-free traffic routing features, saving you time and resources. The web portal features include:

- **GUI (graphical user interface)** – Your administrator can make changes to your ICR solution through the password-protected website.
- **Standard/Custom Reports** – An extensive list of reporting options is available to you through the web portal.

### About XO Communications

XO Communications is a leading nationwide provider of advanced communications services and solutions for businesses, enterprises, government, carriers and service providers.

XO customers include more than half of the Fortune 500, in addition to leading cable companies, carriers, content providers and mobile network operators. Utilizing its unique combination of high-capacity nationwide and metro networks and broadband wireless capabilities, XO offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 85 metropolitan markets across the United States.



For more information, call your XO sales representative, visit [www.xo.com](http://www.xo.com) or call: **866.349.0134**

