

Take advantage of inbound Voice over IP (VoIP) calling



Inbound Voice over IP (VoIP) services can provide many benefits for businesses experiencing growth and digital transformation. AT&T IP Toll-Free is an inbound VoIP service providing delivery of toll-free calls directly to your locations.

AT&T IP Toll-Free Service is a voice service similar to traditional toll-free service, but 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 VoIP toll-free call is then delivered to a router at your site for completion in your premises equipment.

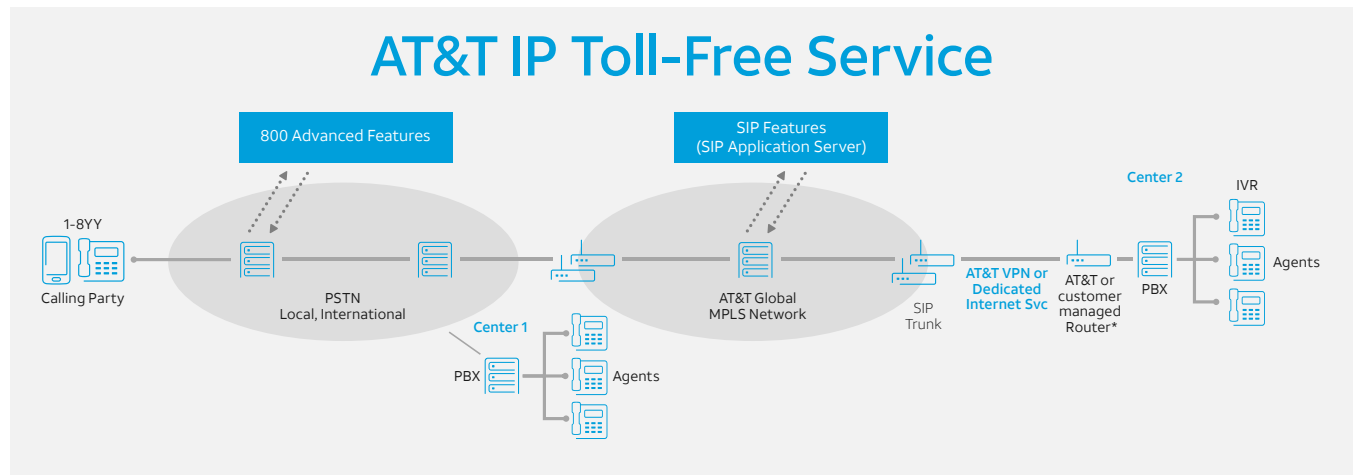
With voice and data service on one network, you'll need fewer network, operations, and maintenance resources, which can lower operating costs. The consolidated infrastructure allows you to migrate your voice service to IP technology at your own pace while reducing capital outlay and controlling costs.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

Potential benefits

- **Helps reduce 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.
- **Prepare for the future** - Lets you upgrade or replace a legacy communications system with one that can better meet current and future operational requirements.
- **Simplify management** - Simplify the process of managing your communications system with one single 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
- 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)
- Robust CPE certification program with a wide range of certified equipment with accompanying customer configuration guides



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. IP Toll-Free employs MPLS with Class of Service (COS) 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.

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.

Options

SIP features

AT&T IP Transfer Connect – Provides pre- and post-answer SIP-enabled redirection. It is designed to efficiently move toll-free callers to the appropriate agents, departments or locations without asking callers to redial. Maximize contact center productivity and increase customer satisfaction by getting more calls to the right agent the very first time.

IP InfoPack – Enhances call information delivery and data forwarding by supporting Calling Party Number (CPN), Billing Number/ ANI, Originating Line Information, and up to 256 bytes of User-to-User Information.

Toll-Free Advanced Features

Redirection – Enables you to redirect toll-free calls to alternate answering locations. Pre-answer redirection features work before you answer the call by, for example, directing a call to a secondary location when a primary location is unavailable. The post-answer AT&T IP Transfer Connect feature (domestic toll-free only) lets you transfer calls to another AT&T toll-free number. Redirection features also include Calling Party Number (CPN) and Dialed Number Identification Service (DNIS) digits, which provide customer termination information.

Routing – 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). The routing feature helps you use your company resources more wisely by automatically directing calls to the proper resources. Your employees spend less time on the phone directing callers and more time giving callers the information they want.

Announcement – Guides your callers and allows them to reach the correct department or hear important information by following the prompts. You can use the generic announcements or customize them. Callers will appreciate getting the information they want or easily reaching the correct department or person.

Control – Allows you to store and activate routing plans for back-up or disaster recovery and make real-time changes to your feature parameters. Using control features, you can meet special staffing and resource management needs or respond to peak business activity periods at different times of the day, on certain days of the week, or different times of the year.

Related components

Network access – Access to the data network via your AT&T VPN or Dedicated Internet Service.

Customer premises router – Performs the necessary class of service markings and queuing capabilities. If using a traditional TDM PBX, the router requires an internal IP voice module card – an adaptor to connect IP calls to your PBX. Managed routers may receive more monitoring through AT&T

Existing hardware and software (such as your IP PBX, TDM PBX, Interactive Voice Response, Bridges, Fax Services, etc.) – Terminate calls at the customer premises.

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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