

OPAL[®]
TELECOM

STORE LOCATOR

INTELLIGENTLY LINKS YOUR CUSTOMER WITH YOU

OPAL STORE LOCATOR

With Opal Store Locator, you can be confident that your customers will be automatically routed to the most appropriate person, branch, office, service or source of information when calling your business.

By examining the telephone number or CLI (Calling Line Identity) of the inbound call, Store Locator can establish which part of the UK the call is from and route it directly to your nearest store, ensuring you give your customer the most efficient service possible.

Opal Store Locator can be used in a wide variety of applications ranging from a simple call routing service to the introduction of a more complex call routing and automated answering service.

This can be used to provide the caller with sophisticated information and announcement services, and can even be used in conjunction with Opal's automated payment services to provide a completely automated order fulfilment service.

IMMENSE FLEXIBILITY

Because Store Locator is a network-based IVR service, it is designed to give you exceptional flexibility when routing and diverting your inbound calls. It examines a caller's CLI and compares it to a database of UK STD codes which can then be mapped onto the UK's post code system to determine location - within milliseconds.

Opal already have a number of standard routing plans which can be used or, where a client wants to define their own area groups ie TV regions, a bespoke plan can be created

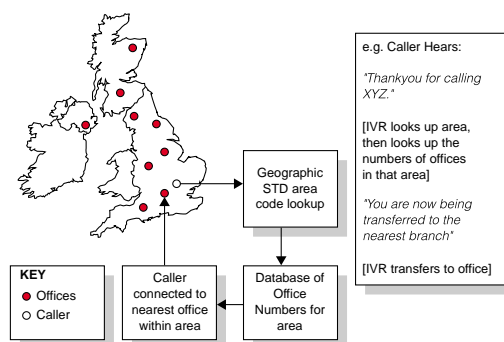
THE INTELLIGENT ANSWER

Once the callers geographical location has been established, the caller will be seamlessly and transparently connected to your nearest showroom, branch or office. Where multiple offices exist, the caller can be played a list of offices and invited to select the most appropriate option before Opal route the call further.

SIMPLE APPLICATION

The illustration shows a typical Store Locator application. Although the company has nine showrooms, when a caller dials the company's store locator service, the area code is examined and the call directed to the nearest branch. In the case of multiple locations, a menu of office locations is played. The simple instructions will guide your callers through the process quickly and efficiently.

STORE LOCATOR – THE INTELLIGENT ANSWER



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KEY FEATURES

- STD code or Post Code routing plans
- Flexible design for a wide variety of applications
- Client recordable service prompts
- Optional mobile module supports calls when no CLI
- Flexible template can be used for simple or complex solutions
- Outdial facility - with optional secondary/ tertiary numbers if number dialled is busy
- On-line call statistics available 24/7 via Opal Call Care system

APPLICABLE NUMBER RANGES

* Opal Store Locator can operate on most Opal non-geographical number ranges, with the exception of 07000 (designated for Personal "find me" type services), and running the service on an 0870 number can even help you generate a revenue stream.

* Multiple numbers (incl. those from different ranges) can, if required, be connected to the service.

SERVICE STATISTICS

A full range of management reports is available via the Opal Call Care system. This is a web-browser based interface service that is available free of charge to dial-up users 24 hours a day, 365 days a year. Access to the service is by secure password.

DISCOVER HOW OPAL CAN TRANSFORM YOUR BUSINESS, CALL 0800 083 8000

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