

Location Based Routing

What is it?

When a call is made to our systems one very useful piece of information is the **caller's telephone number** or "**Calling Line Identity**" (CLI).

With this information we are able to dynamically route the call to a specific destination based on the telephone number of the person calling.

By identifying the callers CLI we can divert the call in a number of ways, unless it is withheld or unavailable.

By applying **Location Based Routing**, you can divert callers to their nearest, or most appropriate, destination for example:

- A bank may use this service to deliver calls through a single number to the regional office.
- A distribution company can divert callers to the nearest depot.
- A national car sales company can deliver calls to the nearest showroom.



How does it work?

Our systems can be programmed to recognize any incoming code and route calls accordingly, this can be very specific or quite general

By Country: Scotland / England / Wales / Ireland or international route.

Language preference: Callers from a particular country can route to an operator who can speak their language

By Region: South West / South East / Midlands etc...

County: Divert calls according to the UK county

Area Code: Divert specific calls based on a the STD code

Number: Divert calls from a specific number, ideal for preferential customers.

If a caller is using a mobile telephone or are presenting a number that cannot be identified with a specific destination, then these calls can be delivered to a general contact number.

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Equinet Technologies Limited
Edison House, Edison Road, Dorcan, Swindon, SN3 5JX

Tel: 0845 652 2222
Fax: 0845 652 2233

www.switch-tele.com

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