

# 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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