

# Save time and money when you take control of your toll-free call routing with AT&T Route It!®



Trust **AT&T** for your **voice and collaboration solutions**, with added protection from our **award-winning cybersecurity services**.

## Make fast, simple routing changes in minutes, complex modifications, or create a routing plan from scratch.

If your business has evolved to meet the needs of your increasingly global—and mobile—customers, suppliers, and partners, then consider this: Has your phone service kept pace? Meeting today's expectations means providing 24/7 support 365 days a year. Even if you're not operating globally, your supply chain probably is, and your workforce may be hybrid working from anywhere. Your customers and suppliers need to reach them wherever they are. And your phone service needs to keep pace.

That's why we've developed AT&T Route It!® It's a robust tool that lets you decide how AT&T Toll-Free inbound calls should be routed. It gives you the power to make changes on-demand in real time. If you've purchased our toll-free advanced features, you can subscribe to AT&T Route It!® and get hands-on control of your business call handling.

### Features

- Create and modify routing plans—activate them now or later.
- Adjust routing plans for time of day, season, language support, and more.
- Adjust routing for current traffic patterns.
- Implement disaster recovery scenarios on demand.
- Quickly reroute calls in response to sudden shifts in volume.

### Benefits

- Raise call completion rates
- Reduce lost and unanswered calls
- Increase customer satisfaction
- Minimize revenue loss to failed calls
- Save time and money with on-demand self-service



## Intelligent call routing on demand

With AT&T Route It!® you can create and modify routing plans then adjust them as needed:

- Make routing plans from scratch
- Make simple changes that take effect within minutes
- Make complex modifications (We'll review your plan so you can be sure it will work as you intend.)

AT&T Route It!® puts you in control and saves time. Without AT&T Route It!® your change request typically takes four days. With AT&T Route It!® you make changes on-demand and they're implemented in a fraction of the time—within three minutes for simple routing changes. And you can route based on the time, day, or season, the caller's location, events, exceptions, and more.

**Day Manager and Time Manager:** Automatically route calls to specific destinations based on the time of day and day of week.

**Country Code Routing:** Route calls to specific destinations based on the country from which each call is placed. For example, forward calls from all Spanish-speaking countries to a call center that is staffed with Spanish-speaking agents. Or route calls to the call center to a fulfillment operation.

**Area Code Routing:** Route calls to specific destinations based on the area code from which each call is placed. This is useful for a nationwide marketing campaign where calls go to an 800 number but are answered by the location nearest the caller.

**Exchange Routing:** Works in the same way area code routing does, except the routing is based on the local exchange within an area code.

**Caller Recognition Routing:** Route calls based on all ten digits of the calling phone number. This is useful when you want to offer VIP service to selected customers or to route nuisance calls to your security department or elsewhere.

**Quick Call Allocator:** If you have multiple call centers with differing capacities, you can balance the load by allocating the percentage of calls that are routed to each.

**Call Prompter:** A recorded announcement prompts the caller to enter one or more digits corresponding to the destination they want.

**Courtesy Response:** Direct calls to a custom or generic recorded announcement.

**Next Available Agent Routing (NAAR):** Automatically route calls to the next available agent in a list of destination points you define. You specify the maximum number of calls allowed (MCA) for each. If that's exceeded, you can route calls to an announcement, mailbox, or network queue.

**Network Queuing:** When more calls come in than the MCA allows, place the excess calls in a queue until a destination becomes available.

**Alternate Destination Routing (ADR):** Redirect calls to a secondary point if they're not answered at the primary destination in a pre-defined period of time.

**Select Routing:** Design and store alternate routing plans you can invoke as needed.

## IP Toll-Free calling

- Can reduce your total cost of voice and data services
- Supports call routing
- Is flexible for the future and secure
- Streamlines your communication system



## How it works

AT&T Route It!® includes an ‘auto-build’ feature that makes creating a routing plan easy and intuitive. AT&T Route It!® automatically checks your plan for errors. Once it’s validated, simply send your plan to AT&T for review. Our intelligent software ensures all call types are cared for and identifies any that might be misdirected.

## AT&T Route It!® is available to AT&T IP Toll-Free Service customers

To utilize AT&T Route It!® you’ll need AT&T Toll-Free Service and at least one advanced feature. AT&T Route It!® supports IP toll-free which is a voice service that’s similar to traditional toll-free service. With IP service though, voice and data travel over a single internet protocol (IP) network using the AT&T shared business IP platform. IP, or internet calling, is more flexible and feature-rich than traditional voice services.

## Why AT&T

Technology is complex. Transformation is fast. Are you making the right choices for your toll-free call service? What you want is simple advice that you can easily understand and apply. We deliver the right insights, guidance, and solutions for you.

Contact your AT&T Business Account Manager or visit [AT&T IP Toll-Free](#) to learn more.