

# PhoneLine+

## What is PhoneLine+?

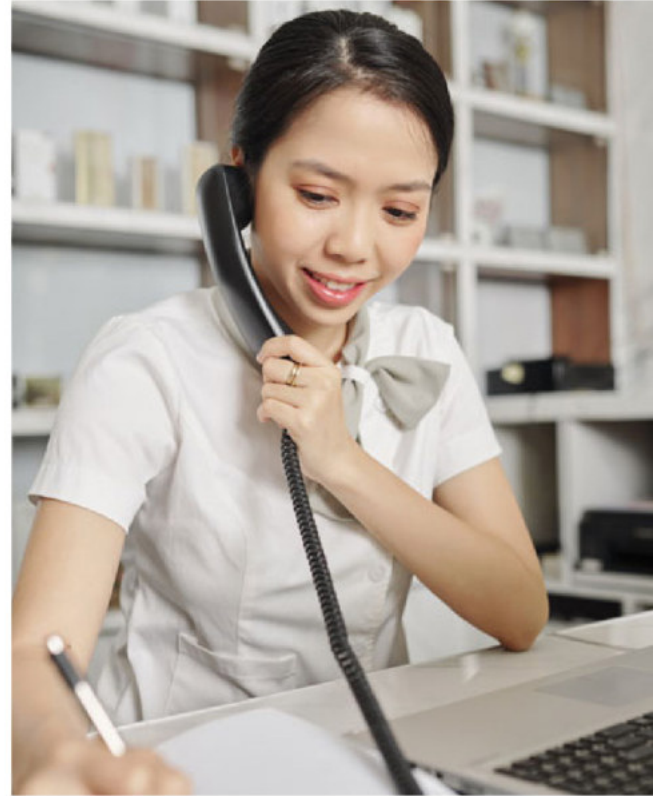
PhoneLine+ is designed to replace the traditional landline service using VoIP technology to deliver calls over the broadband network, specifically targeted at micro businesses in the UK who rely on single analogue exchange lines. PhoneLine+ is a hosted telephony platform fully managed from the cloud, benefitting from our highly reliable infrastructure. Designed specifically to be simple to set up and easy to use.

## Why is there a demand for PhoneLine+?

As of 2025, the UK PSTN circuits will be shut off completely. This is a major step towards the United Kingdom's mass IP-network migration, with VoIP core networks set to replace all the legacy PSTN services.

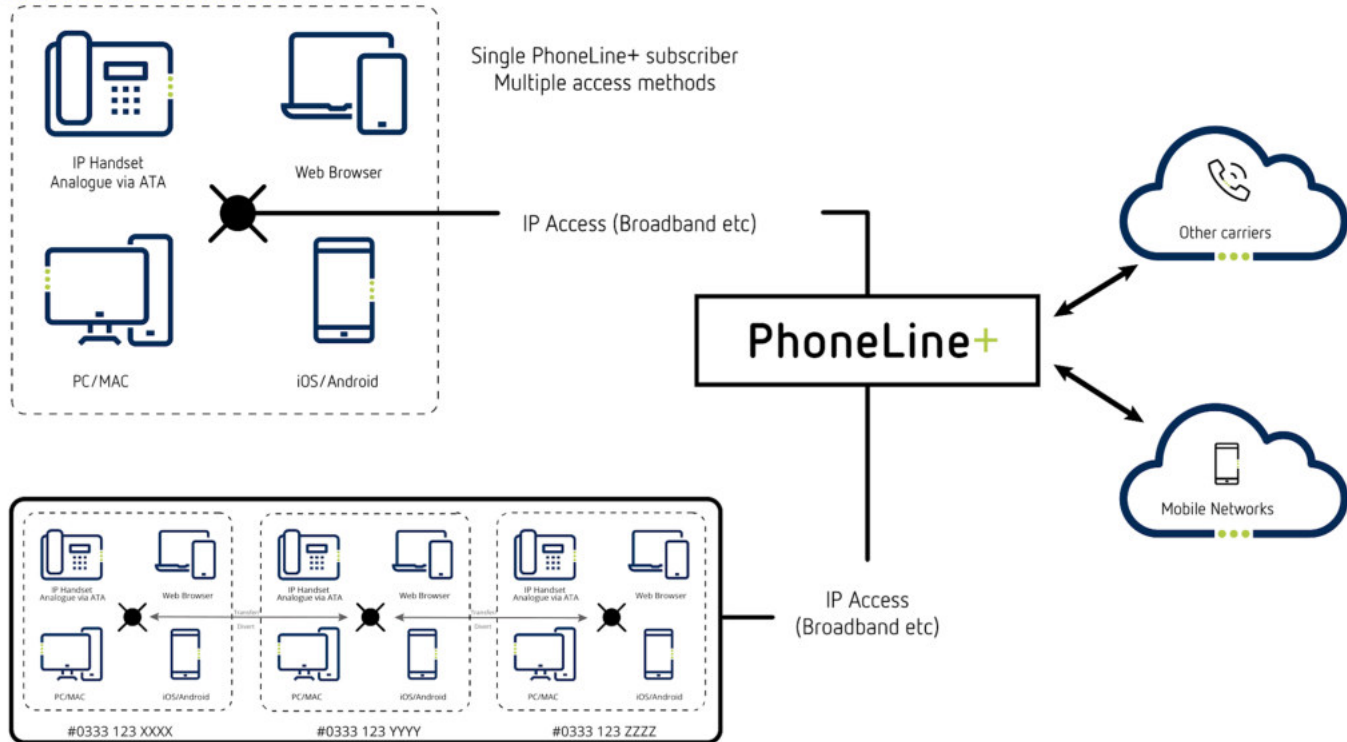
It means that there is a significant opportunity in terms of both new and existing business. All of the WLR customers in your installed base will need migrating to a VoIP solution, many in the next 12-24 months as OpenReach continue to service notice on exchanges across the country.

And there are around 3 million B2B PSTN and ISDN fixed lines that must be migrated by 2025, so plenty of new business to be won with PhoneLine+ that is ahead of the competition and designed specifically for this market.



# PhoneLine+

## How does it work?



### Improves the customer experience

- Decide how any unanswered calls are managed. Use the Voicemail option and record a personal greeting or select from the messages perfected before and stored in the Media Library. Choose divert calls to a colleague or redirect them to an external phone, and have the calls announced and the number dialled displayed, so that the calls are answered appropriately. If calls are diverted to a personal mobile, then PhoneLine+ makes it easy to identify business and non-business calls.
- Set your Out of Hours for each day, whether for the whole day or just part of the day. Set a specific Out of Hours message and choose how you want calls to be directed when you are closed for business rather than just unavailable.

### Saves you time

- Make and receive calls from where you are rather than where the phone is ringing. PhoneLine+ can be loaded on a choice of devices including laptop, tablet, or mobile phone (Android or Apple) or IP handset. If PhoneLine+ is logged in on that device, it will ring when a call comes in.
- Once your customer has signed up, PhoneLine+ is delivered immediately via email, so there is no waiting for an engineer to call, simply download the app or soft client to your device(s) of choice. Immediately start making and receiving calls and managing your customer experience.



### No need to start over

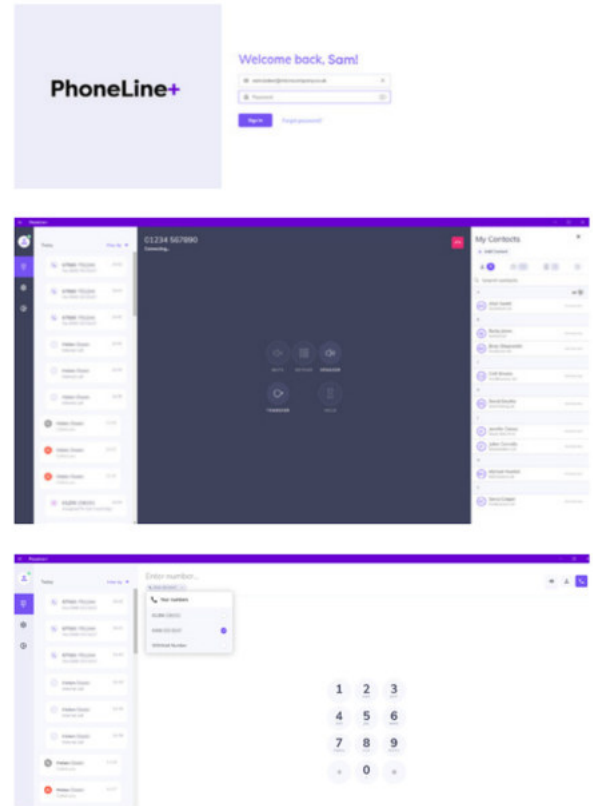
- With PhoneLine+, there is no need to start over because your customer can take their existing phone number with them, so there is no disruption for their clients, and they waste no time or money changing their signage, stationery, advertising etc.
- Access to PhoneLine+ is password protected so your customer's information and that of their clients is held securely.

### One less thing to worry about

- As a software-based solution, PhoneLine+ can be upgraded and maintained remotely, safeguarding your customer's business as technology evolves.
- Making your customer an Administrator within their PhoneLine+ account can give them control over who is a subscriber in their company, making it easy to add and remove users and reallocate phone numbers as required.

### Manage more than one number

- With PhoneLine+ your customers can have more than one phone number per subscriber, so they can choose to use dedicated numbers for different functions. This means they can anticipate the reason for the call and answer accordingly giving the impression of being a bigger business and improving customer experience.



### Choice of access

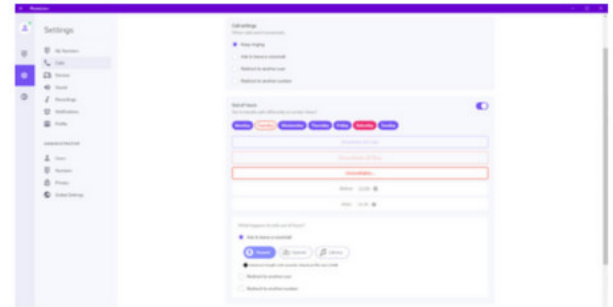
PhoneLine+ can be accessed on a choice of devices including computer, laptop, IP phone, tablet, traditional handset using an adaptor and mobile phone. This means PhoneLine+ is applicable to a wider range of customers, and there is no compulsory upfront investment in new hardware.

### Out of Hours profile

Set the Out of Hours profile for every day of the week and have an Out of Hours message that is specifically for when the business is closed rather than unable to answer a call. This gives your customers a competitive edge - managing customer expectations more effectively.

### Customer analytics

Customers can use the built-in reporting to see their call patterns and usage trends, check that calls are being answered in their absence, and monitor progress against business goals. Reports can be filtered by time period, users and numbers, or they can create and download a report to suit a specific need. This is value-added functionality for your customers that they might expect to pay more for to see this level of detail.



# PhoneLine+

## Why choose UK IT Networks?

The PSTN switch-off is happening but the global pandemic has seen the online/digital route to market explode and competition is fierce so even the smallest business is looking for a competitive edge. There are over 3 million business telephone lines to migrate to a digital solution and PhoneLine+ is perfectly positioned to not only promote customer retention through an improved customer experience but to enable businesses to thrive through a simple digital hosted telephony solution.

**Market Initiative** - PhoneLine+ is the first product to market designed specifically for micro businesses who rely heavily on their single legacy landline.

**Research based** - The PhoneLine+ feature set was based on the outcomes of research involving 500 microbusinesses across the UK, which looked at their main business challenges and communication priorities. You can be confident that PhoneLine+ meets, and in many cases, exceeds these needs.

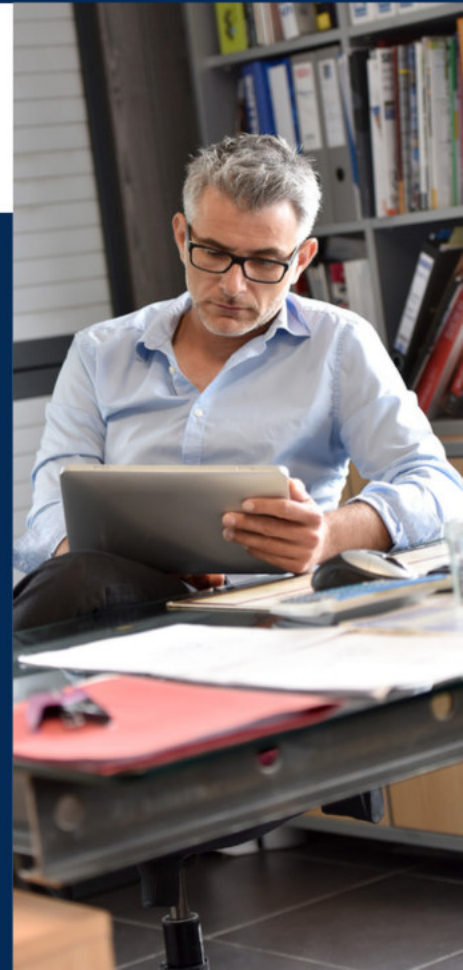
**Commercially efficient** - PhoneLine+ is specifically designed to be a low opex service with a high degree of customer self-service. PhoneLine+ is provisioned, deployed and managed entirely online and the Partner Portal places account management at your fingertips, minimising delays for customers and maximising efficiencies for you.

**Digital first approach** - PhoneLine+ is feature-rich for a WLR replacement service. It supports all the key features expected of a traditional telephone line including voicemail, call divert, call transfer and call hold. But PhoneLine+ goes further providing more features designed to make life easier for your customers.

**Access independent** - PhoneLine+ will work on any standard broadband connection, minimising disruption and expense for customers.

**Award-winning reliability** - By choosing PhoneLine+, your customer benefits from award-winning performance of our network which has been designed and deployed to ensure very high levels of system availability.

**Carrier-grade platform** - PhoneLine+ is UK IT Networks-owned and managed, and supported by our dedicated in-house team of experts in the UK.



### Talk PhoneLine+ when...

- A customer has a single telephone landline that must be replaced before the complete withdrawal of the public switched telephone network (PSTN) circuits in the United Kingdom at the end of 2025.
- A customer is planning a significant change where it makes sense to review their communications systems, including upgrading their broadband data provision, moving premises or adding a new dimension to their business.
- A customer wants to improve their Customer Experience and managing their unanswered calls appropriately is a fundamental part of this process.
- A customer is changing their business model and becoming more mobile, and accessing calls on their mobile or computer becomes essential.
- A customer is running more than one business and has a phone number for each business and wants to reduce expenses whilst maintaining the ability to identify the incoming number dialled.
- A customer is approaching the renewal of their broadband contract and could switch their phone services without incurring costs.
- A customer is ordering a new PSTN phone.
- A customer is part of your significant WLR installed base which will become vulnerable to competitors as the need to migrate intensifies before the 2025 deadline.
- A customer does not want to commit to a fixed term contract.

### PhoneLine+ is not...

- For customers with more than five employees in one location
- For customers who share a single number for the purposes of hunt groups which are not supported
- For customers requiring a featured PBX replacement product/service
- For customers that need to incorporate video or chat capabilities
- For customers requiring a Contact Centre
- By default an integrated platform for other software and office systems



Can I keep my existing phone number?	Yes, you can port your geographic number (not non-geographic currently)
Can I use my existing handset?	Yes you can, via an analogue terminal adaptor.
Can I use my existing broadband?	Yes
Can I import / export my contacts?	Yes, from your mobile.
Can I still use a fax machine?	No, we recommend you try a fax to email service.
Can I still use a PDQ machine?	You will need to use a service that runs over broadband eg. Sum Up or Barclaycard.



### **“My business landline is essential, so I need the call quality to be good.”**

The speed of broadband is now genuinely fast enough to negate any problems around quality. There are hundreds of thousands of businesses that rely solely on VoIP to deliver their business voice calls.

### **“I don't have time to read an instruction manual or complete a training course about how to use my phone.”**

There is no need to spend significant time learning how to access and get the most out of your PhoneLine+ account. The user interface is designed to be intuitive and familiar in its choice of icons, and the main functions are on the front page. Plus, there are “How to ...” guides available online accessed from within PhoneLine+.

### **“I need to reassure my customers that their contact data is held securely.”**

PhoneLine+ is included with Gamma's ISO27001 accreditation. This means it conforms to the specification for an information security management system as framework of policies and procedures including all legal, physical, and technical controls involved in an organisation's information risk management processes.

### **“I'm not sure about downloading and installing new software, is it safe?”**

We are an ISO compliant company with many hundreds of thousands of subscribers.



### **“I have a great deal with my current provider.”**

Does it include an all inclusive voice call package? If its PSTN then you'll have to change by 2025 latest. PhoneLine+ is feature rich and designed specifically for this market.

### **“I want to use my current phone.”**

You can use your current analogue phone by connecting via an ATA (Analog Telephone Adapter) to the IP network.

### **“What if my business grows?”**

If your business grows and you find yourself needing access to more PBX- driven features such as Hunt Groups and Auto Attendant, then we have a comprehensive portfolio of products including our award-winning Horizon Hosted Telephony platform to meet your growing needs.

