

BTCL Free Phone Service

“LET YOUR CUSTOMERS CALL YOU FREE”

Question-1: Who will be the subscriber of “Free Phone Service (FPS)”?

Answer-1: Usually Business community, Corporate bodies, Organizations, Service providers, Hospitals, Enterprises, Call-centers even individuals (Doctors, Lawyers, Consultants etc.) who want people to call them free of charge for any purpose. They will be treated as FPS “*service subscribers*”.

Question-2: Why will a Subscriber use “Free Phone Service (FPS)”?

Answer-2:

- This service is an ideal business promotion tool for business communities who want their customers to call them free of cost.
- Totally customer oriented organizations can provide information about their products, allow customers to place orders or even register their complaints / suggestions and offer assistance to customers without charging the user for making a call.
- There are inferred responsibilities that customers subconsciously perceive businesses to have when a toll free number is used. Things as small as assuming if the company wants to pay for the call, they must want to talk to their customers. People like that thought. When prospects see a toll free number, there is a wave of comfort that rolls over them because they feel a connection with you and that makes them feel safe.
- A toll-free number (0-800-..) improves business increasing advertising response ratios.
- If your industry is in fierce competition or the market is saturated with competitors, then a toll free number will leap you ahead of everybody else. A toll free number will open doors. If you don't have toll free service already, you don't even realize the doors that are being shut.
- With a toll-free number you can advertise to a National audience.
- We are living in a consumer-on-demand world. Consumers expect to be treated as assets. When you announce a 0-800.. number for people to call, Customers believe they shouldn't have to pay to contact you because they are the one buying YOUR product. If you don't have a toll free number for them to call, most consumers will simply call someone else who does.
- Advertising toll free numbers in your out-of-area advertisements can show sales increases to a great extent. This is why toll free numbers are considered investments, not expenses.

Question-3: What will be the capacity of this service (i.e. the number of subscribers who will get this service)?

Answer-3: BTCL Fixed Intelligent Network Platform has this FPS installed with a capacity of maximum 500 “service subscribers” against maximum of 4,000 telephone lines (i.e. maximum of 8 telephones per FPS subscriber account).

“LEAP AHEAD OF EVERYBODY ELSE”

Question-4: Which areas of our Country will get this service?

Answer-4: Now people (end users of BTCL fixed telephone) from almost all over the country can make FPS calls. BTCL provides FPS to service subscribers located anywhere in the country;

Question-5: What is the Toll / Charge of using this service?

Answer-5: As per Agendum - 15 F (item-13) of the 4th Board Meeting held on 25th September, 2008 the Charge for FPS has been resolved as follows:

13.	Free Phone Service / Toll Free Access Code charges <i>(All charges are exclusive of Basic Telephony charges):</i>		
	Item	Unit	BDT
a)	Registration Charge for Toll Free Access Code.	Each Code	3,000/-
b)	Monthly fee for each Access Code (minimum 3 months advance)	Each Code	3,000/-
c)	Security Deposit (may vary according to subscriber's call nature)	Each Code	10,000/-
d)	Monthly Feature Charge (OCR, TOD & DOW features are free)	Each feature	100/-
e)	Charges for addition / alteration / change of routing etc. (on subscriber's request)	Each change	100/-
f)	Incoming Call Charge		Equal to the outgoing Call Charge of the Calling subscriber. 5% reduced charge will be applicable beyond Tk. 10,000/- per FPS account no.
g)	Detail bill charge (on subscribers request)	Each A4 sized page	50/-

Charges (3,000/- + Feature Charge (if any) + incoming call charge + Detail bill charge) as mentioned in the above table [13. b), d), e), f) & g)] shall be applicable monthly (VAT will be added).

Question-6: What is the fee-amount to get a new FPS Connection?

Answer-6: In the above table 13.a) Registration Charge (3,000/-), 13.b) Three months advance (3 x 3,000/- = 9,000/-) and 13.c) Security Deposit (10,000/-; security deposit may vary according to subscriber's call nature) shall be payable (**total Connection fee = 22,000/-; may vary**) once for a new FPS account.

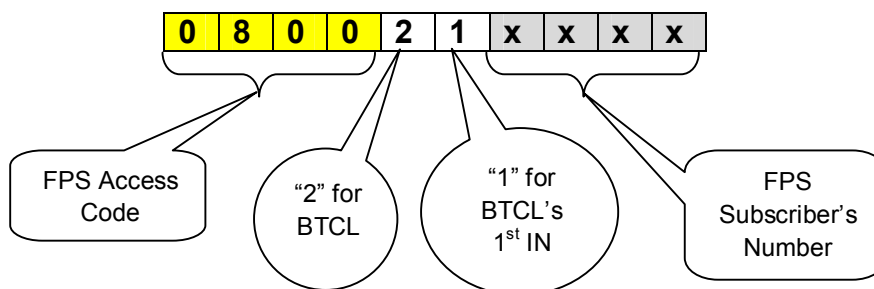
“NEED TO MARKET AND PROMOTE YOUR BUSINESS?...THINK TOLL FREE!!”

Question-7: **Please describe briefly about this service.**

Answer-7: BTCL Free Phone Service (FPS):

Free Phone Service (FPS) allows BTCL fixed phone users (or Mobile phone subscribers / PSTN subscribers of other Operators) to make calls to a FPS number for which the called party (here “FPS service subscriber”) has agreed to pay for the total cost of the call. Since calls made to FPS nos. are free for caller, it is known as Free Phone / Toll Free service. This service is an ideal business promotion tool for business communities who want their customers to call them free of cost.

- Customer oriented organizations can provide information about their products, allow customers to place orders or register their complaints / suggestions and offer assistance to customers without getting them charged to make calls.
- BTCL has following type of FPS subscriber number (or, FPS account number):



- A FPS subscriber may have maximum of 8(eight) nos. of telephones / mobile phones / other PSTN phones as destination numbers (where incoming calls are routed to).
- People can make calls using BTCL fixed phone / any mobile phone / any other PSTN telephone to BTCL FPS numbers (as shown above) free of charge.
- All the charges are levied on the FPS subscriber's number (one who has the FPS number and who receives calls).
- Call charges shall be as per BTCL's prevailing tariff.
- FPS charges do not include Basic Telephony charges. That means, the FPS subscribers shall pay as usual for all outgoing calls made by telephones / mobile phones enlisted in FPS number.

“A toll free number will open doors. If you don't have toll free service already, you don't even realize the doors that are being shut.”

FPS Features and Facilities:

Reverse Charging: This is one of the basic features of the Free phone service, where the FPS subscriber (called party) pays for the FPS call, and not the service user (calling party).

Call Forwarding: To call the FPS subscriber, a user only needs to dial the FPS access number (0800-21-XXXX). The system connects the call to the corresponding terminal number according to the specified routing rules.

The system provides a group of service features to the service subscribers. The service subscribers can have service feature instances according to requirements, and then define the invocation relationship between these instances. In this way, the subscriber service-flows of different service subscribers are independent.

The service features that the service subscribers can choose are as follows:

Originating Call Routing (OCR): The calls initiated by the service user from different areas can be routed to different terminal numbers. *(this feature may be restricted to some routing patterns)*

Time of Day Routing (TDR): The calls initiated by the service user in different time segments in a day can be routed to different terminal numbers or be rejected.

Day of Year Routing (DOY): The calls initiated by the service user on different dates (or special dates) in a year can be routed to different terminal numbers or be rejected.

Day of Week Routing (DOW): The calls initiated by the service user on different days in a week can be routed to different terminal numbers or be restricted.

Selection Dependant Routing (SEL): When the service user dials the service number, an announcement is played. Following the instruction, the user can select the terminal number.

Ratio Dependant Routing (RAT): According to the ratio, the calls from the service users are routed to different terminal (e.g. 30% call to A, 50% to B, 20% call to C terminal etc.) numbers or restricted.

Authentication (AUTH): The feature enables service subscribers to check whether users have entered the password to access the service.

Routing by Type of Day (TPD): This service feature allows the service subscriber to set different processing modes to the calls based on the type of the day.

**“FOR YOUR TOLL FREE NUMBER;
PLEASE DIAL 0-800-21-7799 (TOLL FREE)”**

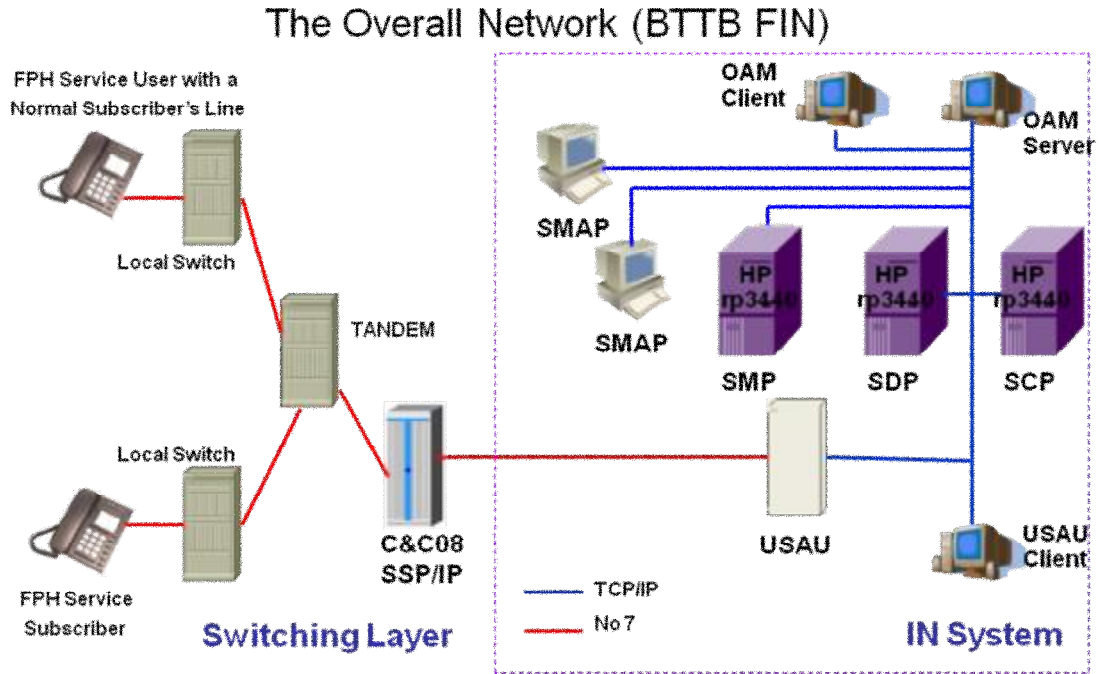


Figure-1: FPS Connectivity

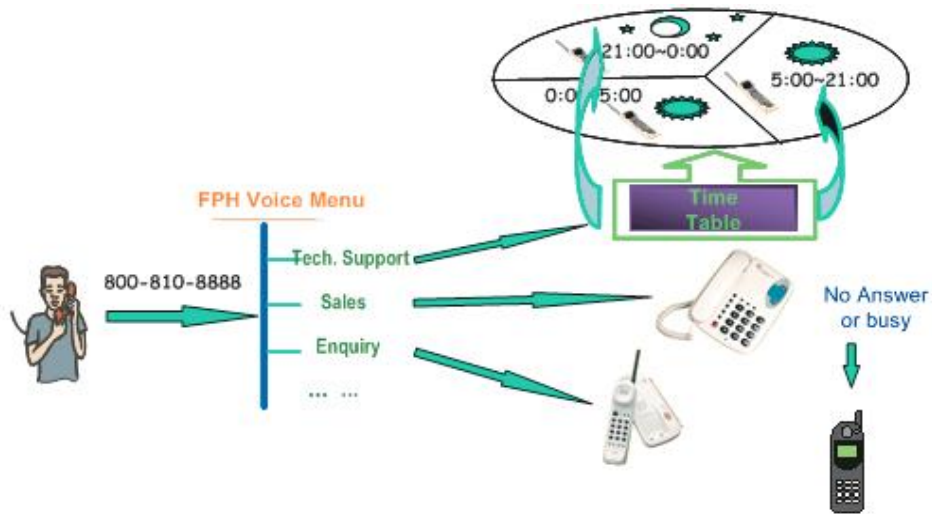


Figure-2: FPS Flexible Routing Rule Setting

“YOUR CUSTOMERS ARE YOUR ASSET, LET THEM CALL YOU FREE”.