

The Benefits & Challenges of Using Toll-Free Numbers as a Company



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Introduction

Toll-Free calls are a great way to show appreciation to your client base and differentiate yourself from the competition. If Toll-Free inbound calls to your company are the lifeblood of your business, then you need to make sure they stay consistent around the clock and they don't stop.

This document will walk you through key things about how Toll-Free calls work, where there can be issues, how to reduce the number of failure points, and how best to address issues as quickly as possible when problems occur.



Problems & Risks Associated with Toll-Free Calls

Single points of failure, overreliance on single-threaded providers, slow response times, and punitive and restrictive contractual obligations to providers put companies at significant risk of downtime, a constant need for RFO's (Reason for outage), and RCA's (Root cause analysis) with little recourse.



Who Can Offer Toll-Free Services?

Companies can choose from hundreds of carriers, including major Tier 1 providers like Century Link, Level 3, Verizon, and ATT, for their Toll-Free service.

Each carrier providing Toll-Free service is also a RespOrg (Responsible Organization) with the ability to route Toll-Free calls via the SMS/8MS Database (Centralized government-appointed management of all Toll-Free routing).

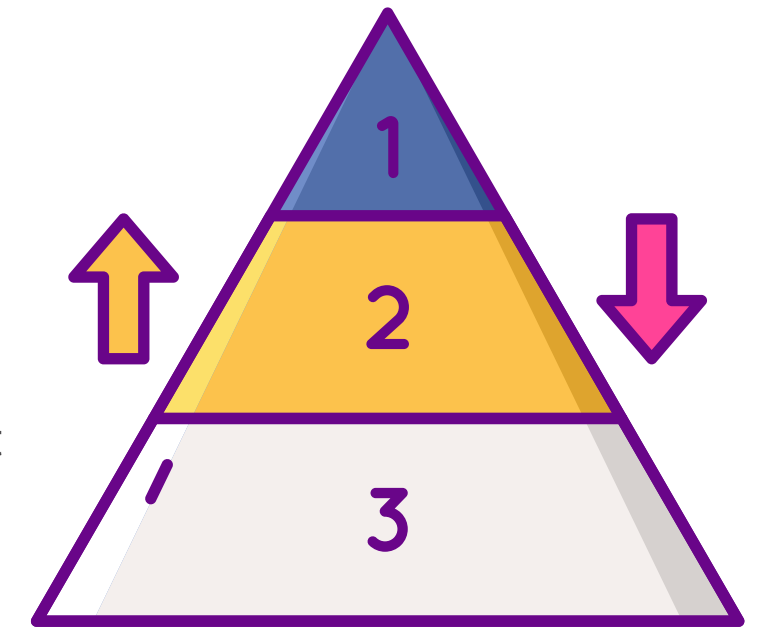
Each carrier is provided a RespOrg ID unique to their part of the routing platform they access to manage routing of numbers on their network. There are also companies with RespOrg who are not carriers but can make route changes via other carriers' networks.



Three Types of Toll-Free Providers

Tier 1 Carriers

Tier 1 carriers typically route calls only through their network, creating a failure point if that carrier were to have an issue. In addition, tier 1 providers have the most extensive footprints with a robust infrastructure. Still, they may not be as responsive or proactive as your business requires, offering few options to route your calls if there is a problem in the network.



Cost-Driven IXCs

IXC (Inter-Exchange Carriers) are carriers made up of other carriers. Some providers are cost-driven, offering the lowest cost routes by sacrificing quality.

Quality-Driven IXCs

Other IXC carriers are quality-driven and curate the best of the best. They create a competitive environment among providers to win business driving quality and reliability up. In addition, IXC's can have multiple carriers in route and can remove ones having issues, minimizing downtime.

Points of failure on Toll-Free calls

Carrier network

- ⊗ Data circuits – lack of redundancy
- ⊗ Equipment – lack of redundancy
- ⊗ Power – lack of backup
- ⊗ Ability to properly update and manage SMS/8MS database – corruption in templates
- ⊗ Human error

The connection between carrier and contact center

- ⊗ Data circuits – lack of redundancy
- ⊗ Equipment – lack of redundancy
- ⊗ Power – lack of backup



The NobelBiz Toll-Free Solutions



Reliable High-Quality Product

- Multiple Tier 1 Toll-Free carriers in route
- Downstream carriers competing for your business delivering high uptime and excellent call quality
- Ability to immediately remove a carrier from route to minimize your downtime
- Use secure top-notch data centers, backup power, diverse multi-data provider circuits in each facility, and clusters of redundant equipment



High-Quality Business Service

- Easy to do business with (Multiple ways to interconnect, Simple agreements, No required minimums, long terms, or painful early termination penalties)
- Experience - Experts in telecom for large contact centers and Global SaaS providers
- Pricing - Competitive rates
- Contact Center focused



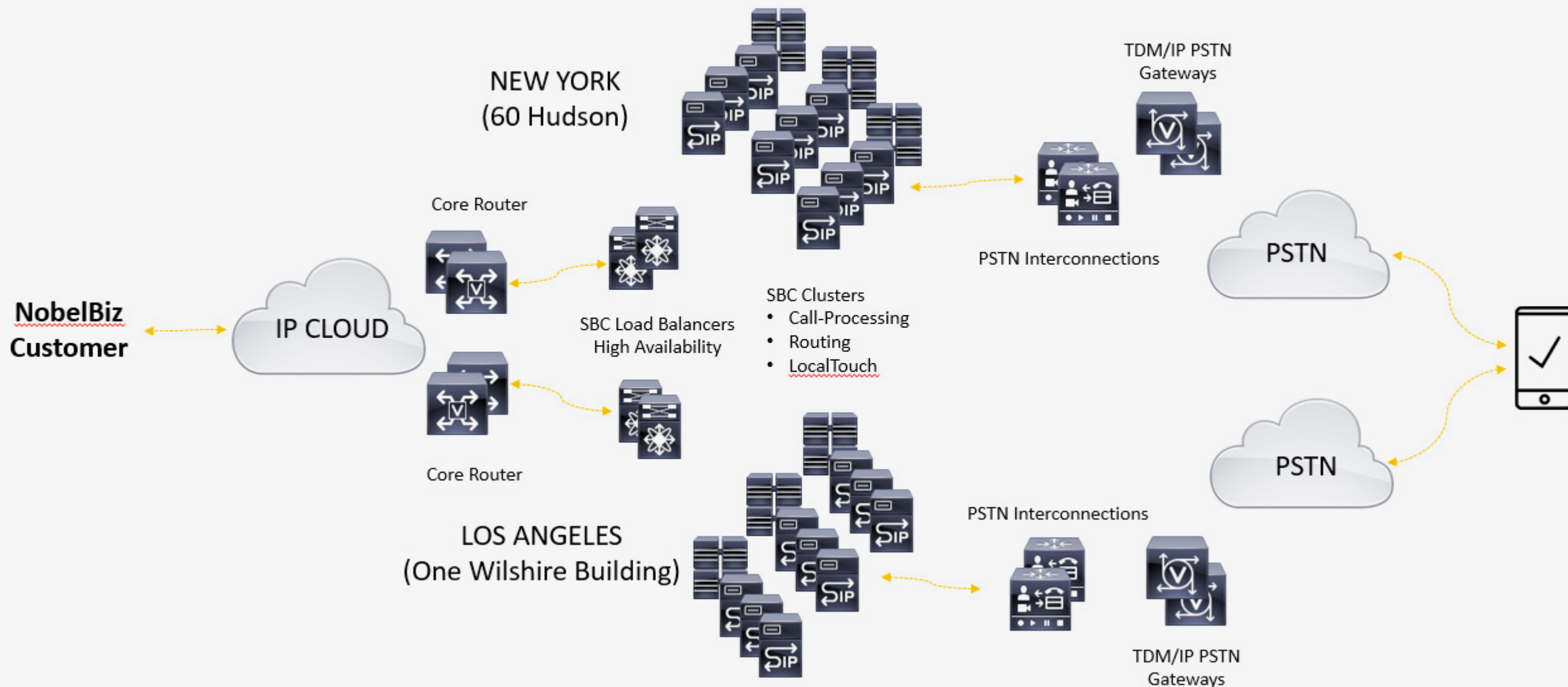
High-Quality Support

- Highly responsive support with an over 90% first call resolution
- Proactive support that emails you about issues uncovered, fixing them before you knew there was a problem

The NobelBiz Toll-Free Solutions

Each data center is one of the most secure and core COLO's in the United States with redundant:

- **Power:** Each facility has backup power and generators
- **Equipment:** In clusters and load-balanced set up in high availability
- **Data circuits:** From several Tier 1 providers to reduce hop counts and provide diversity
- **Downstream providers:** Multiple Tier 1 Inbound Toll-Free carriers proactively managed



Conclusion

Choosing a provider should be based on their ability to serve your needs and interests across all relationship aspects.

Many companies make change painful and complicated. That's why choosing the wrong provider can be catastrophic to your job and company.

Managing carrier relationships takes time, expertise, and resources. Partnering with companies whose business is to do all of this footwork for you and provide an environment where carriers compete for your business gives you:

- **better uptime**
- **higher quality calls**
- **better service**
- **better support**

Contact-center-focused providers such as NobelBiz act as an extension of your company.

Ultimately, our services have one purpose only: to enhance your company's ability to conduct business.



KEY TAKEAWAYS



• **RELIABLE HIGH-QUALITY PRODUCT**

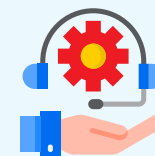
Resilient and robust design



• **HIGH-QUALITY BUSINESS SERVICE**

Easy to do business with

No long-term contracts, minimum spends or punitive early termination fees



• **HIGH-QUALITY SUPPORT**

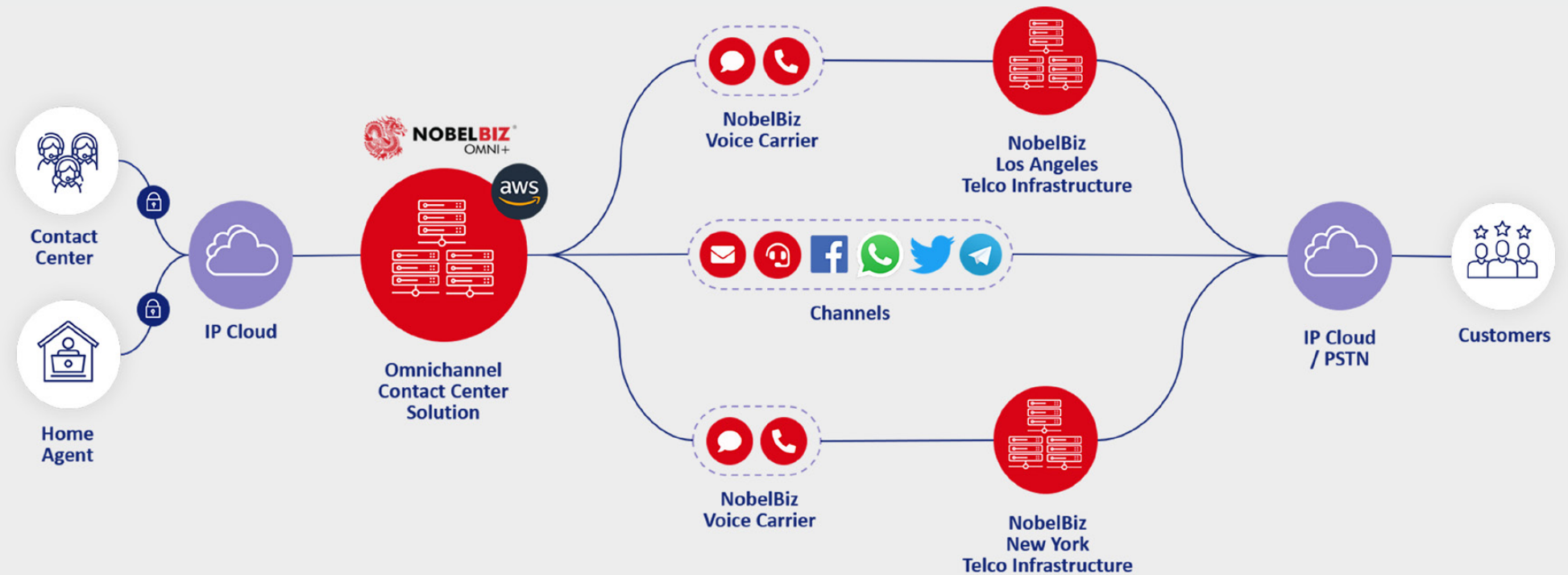
Knowledgeable, Proactive, and Responsive

Who is NobelBiz?

NobelBiz is a world-class Telecom and CCaaS company with 20 years of experience delivering complete solutions for contact centers across the globe, irrespective of size, industry, or activity.

The **NobelBiz Voice Carrier Network** is the only network built from the ground up to serve contact centers, offering the most versatile selection of smart tools to increase contact rates, mitigate impacts of call labeling and blocking, and provide all-around compliance.

The **NobelBiz OMNI+** cloud contact center software has a unique blend of capabilities: from Omnichannel, Impressive API integrations, and fast implementation, to simple cross-channel campaign setup and remote work.



nobelbiz[®]
Contact Center Technology

www.nobelbiz.com
info@nobelbiz.com
800.975.2844



*If you have questions or concerns about the items we outlined, NobelBiz can definitely help you with this.
Speak with a registered & trusted NobelBiz Toll-Free Services Adviser*