

800

Get closer to your customers. Be known by name, not by a number.



We are at your service
www.etisalat.ae

The Toll Free Service

Etisalat's Toll Free telephone service is within easy reach of corporate companies like yours. It gives you the opportunity to offer your clients an easy, free of charge telephone facility. As a subscriber, you will get an 800 prefixed telephone number which can be accessed by all callers at no personal cost. This makes it a valuable tool for marketing your company's products or services to a wider audience. The service is also ideal for businesses that need to make information easily available to customers on a regular basis.

Convenience: The revised version

Introducing the new advanced Toll Free. Where convenience touches new heights and so does communication with customers. The new Toll Free combines basic and advanced features giving you control over the service.

Now your clients can call you, by name. Because your number will be known by letters.

Who can subscribe to Toll Free?

Banks, restaurants, hotels, tour operators, travel agents, marketing and advertising companies, courier services, retailers, diplomatic missions and various service providers can apply for this service. In short, any business that wishes to maintain or develop close ties with its customers.

How can you spell your name in Toll Free?

Most telephone keypads have letters for its corresponding numbers. The new service allows you to have a name of your choice. To dial, one would simply need to punch in the corresponding numbers.



Toll Free can have a tremendous impact on your business. And the best part is, it doesn't cost any more than the standard version. Aside from attracting more attention, it will increase the effectiveness of nearly all forms of advertising and can be invaluable in terms of branding.



What should the number spell?

Your company name, or exclusive brands. Should your phone number be easy to remember or easy to dial? Easy to dial numbers certainly have their place and some value, especially when the numbers can have some special significance. But recall is almost always more important and more valuable than ease of dialing.

How does it work

Numbering Plan Selecting the Toll Free number is based on the type of access required.

Local Access only The total number of digits shall be between 5-12. 5 & 6 digits require special approval.

Local and International Access The total number of digits shall be 7-11.

Call Flow

- When end users dial the Toll Free 800 access number, calls will land on the Etisalat IN (Intelligent Network) platform.
- The IN platform can prompt the caller to enter his customer code.
- The caller will be connected to the called party's pre-defined termination number.

Important Notes Toll Free Numbers/names & business activity match availability is not assured, it will be provided on a first come-first served basis.



Features and Facilities:

Service 800 is an effective tool for increasing your business and streamlining your operations. We offer a variety of call routing options to better service your needs and route your Toll Free traffic more efficiently:

- **Multiple Toll Free Routing Features**
This includes features such as Origin of Call, Time Dependent, Day Dependent and Busy/No Answer Overflow.
- **Origin of Call**
Allows subscribers to set up screening and routing of calls based on the call's point of origin (the calling party's Area Code).
- **Time Dependent**
Routes incoming calls to alternate, pre-determined locations at specific times of the day.
- **Day Dependent**
Routes incoming calls to alternate, pre-determined locations on a specific day of the week.
- **Call Center Busy/No Answer Overflow**
Allows Toll Free overflow calls to route to pre-defined alternate locations if the primary location is busy or doesn't answer.

These features can benefit customers by re-routing certain traffic to another location or to provide a voice apology message.

- **Customer Code**
Provides you with a cost effective solution to restrict usage of the service to your customers only. If this facility is selected, caller is prompted to enter a 4 digit code, which is verified to either complete the call or restrict unauthorized use. It is one code per subscriber, the same code can be given to all of your customers, this code will identify them when they call you.
- **Web Access**
Provides you with full control over your service through the service interactive website. You can modify your profile directly using the web, by using your own password. Initial customer password is provided on a scratch card handed over to you when you subscribe.

You may view your billing details of this service and all other accounts that you might have on the Etisalat B2B website by visiting www.etisalatb2b.ae. Also on this website you can modify your Toll Free profile and call routing.

For help and further information call 800 ASK (800 275).



International incoming calls:

If your Toll Free number is between 7-11 digits you may choose to accept international incoming traffic. However, such calls will be charged to the caller by the caller country operator.

International outgoing calls:

Provides you with the option to forward your calls to any international termination point. Such calls will be charged Etisalat published IDD rates.

Disaster Recovery

Alternate routes to ensure call answering at all time and under sudden unexpected circumstances. Plan for the unexpected with a contingency reroute plan

Benefits of Toll Free numbers

• Portability

One of the most important benefits of Toll Free numbers for businesses is the ability to change your termination number routing. If you move your business or your needs change, it's easy to change the termination number routing. It's as easy as accessing the web at www.etalatb2b.ae or visiting our offices.

• Company image

Toll Free numbers create a larger more significant corporate image, even for small businesses.

• Expanded market reach

Being a nation wide service, if you want to market your products or services outside your local area, a Toll Free number is a necessity.



• Scalability

We have designed two plans, one is the usage plan, the second is the flat rate plan.

For small to medium businesses, the usage plan might be more attractive. This means that a new or small business with little usage will pay very little for their service and their bills will only increase as their usage and business increases.

For large businesses, the flat rate plan may be more attractive.

• Convenience

You have just one phone number to give out, and you can control its termination. Your Toll Free number can also be answered anywhere in the UAE and in the world.

Business Benefits

Provides nationwide coverage using a single number, suitable for businesses of any size.

Delivers the competitive advantage and enhances customer service, loyalty and image by enabling callers to contact you free of charge.



It is an effective tool to handle customer complaints more effectively.

Perfectly supports your marketing campaign, and can be used in conjunction with your web site.

Call and Service Charges

You can select either of the two plans

Plan 1 Usage Plan

- Within same area code: Call charge is Fils 5/ per minute.
- Different area codes: Call charges are Peak: Fils 18 / Off-peak: Fils 9 per minute.
- Mobile call charges: as per published rates.
- International incoming calls: Free (call charge is paid by caller).
- International outgoing calls: as per published IDD rates.

Service Charges

- Connection Charge: Dhs 600
- Quarterly Rental: Dhs 300

Plan 2 Flat Rate Plan

- Within same area code, Different area codes, and Mobile call: call charge is Fils 15 per minute.
- International incoming calls: Free (call charge is paid by caller).
- International outgoing calls: as per published IDD rates.

For more information, please visit www.etalatb2b.ae or call 800 ASK (800 275)

Service Charges

- Connection Charge: Free
- Quarterly Rental: Dhs 3000

Notes: Migration between the two plans is possible. However, such migration will be effective starting from customers next billing cycle.

Miscellaneous Charges

Reprogramming of Facilities through the internet:	Free
Reprogramming of Facilities from the counter:	Dhs 100
Change in Toll Free (800) number:	Dhs 300

International Toll Free Service (ITFS)

- Allows a UAE based firm to receive an overseas toll-free number call, free-of-charge to the caller in that country. The call will be reverse-charged to the subscriber (UAE based firm).
- All calls will be charged as per the applicable full IDD rate. Cheap IDD rates do not apply.

Countries that have an international Toll Free service agreement with Etisalat

Country	Country
Australia	Malaysia
Bahrain	Mauritius
Belgium	Netherlands
Canada	New Zealand
Cyprus	Norway
Denmark	Philippines
Egypt	Pakistan
France	Saudi Arabia
Finland	Singapore
Hungary	South Africa
Hong Kong	Switzerland
Ireland	Spain
Italy	Taiwan
India	Turkey
Japan	UK
Korea	

Contact Centre Services

Hosting for Service 800

As a company you must consider that time and money play a major role in your service's success. We will take the extra step to help your business grow and become more profitable.

Service 800 may require an Interactive Voice Response (IVR) or Call Centre System to manage calls. Etisalat's Contact Centre can handle your technical work and calls so you can concentrate on the important aspects of your business.

Advantages of working with an experienced and solid partner:

We can:

- Set you up within a short time frame
- Design, develop and maintain the IVR system
- Handle all your national and international traffic
- Manage the system maintenance to ensure availability

You will:

- Reduce the expensive start-up cost in capital investment
- Concentrate on your business idea and customers
- Save space rental and maintenance costs
- Pay for the usage only

This service is available on permanent and temporary basis.



Further information

Contact your Etisalat Business Centre Manager or alternatively you can contact:

The Contact Centre:

Phone: 06-714-4112
Fax: 06-748-0001
info@thecontactcentre.ae

The Marketing Department:

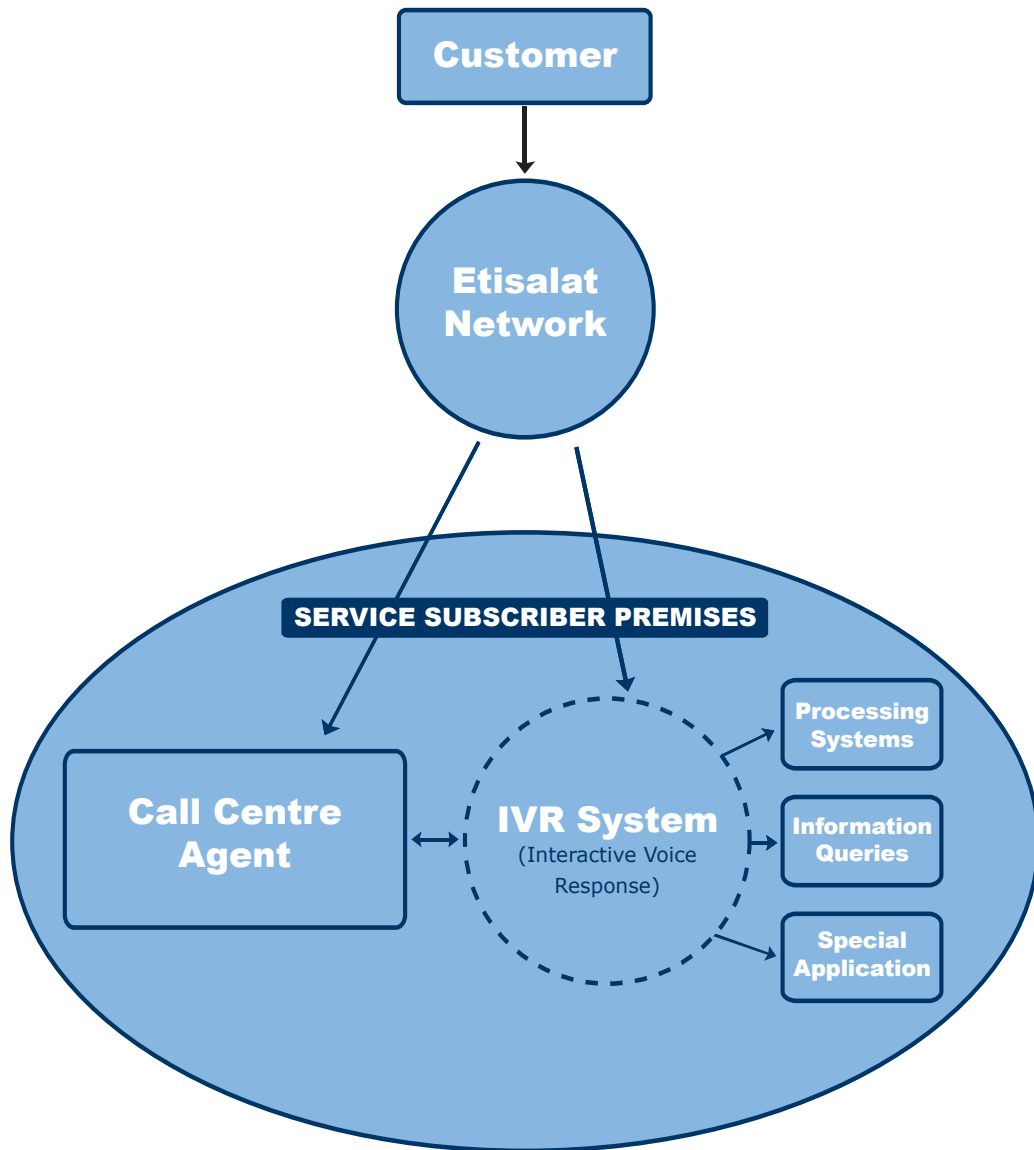
Phone: 02-618-2531
Fax: 02-618-1031
marketing@etisalat.ae

Subscription charges for international Toll Free service 800

Connection charges	Dhs. 300
Quarterly Rental	Dhs. 600

Kindly call our Etisalat Business Centre if you would like to know about this service. Alternatively, you may visit our website at www.etisalat.ae

Call flow and interaction with other systems:





Service 800 – At a glance

Frequently Asked Questions (FAQs)

Q. What is a Toll Free Number?

A Toll Free number is a telephone number that can be accessed at zero cost to the caller, because the recipient pays for the call. It is also referred to as an '800' number.

Q. How do Toll Free numbers work?

A Toll Free number just forwards or re-directs calls to a regular number. No special equipment or additional line or installation is required.

When a call is made to a Toll Free number, the service will enquire about the termination you selected for that day and time. This entire process takes milliseconds and is virtually transparent to the caller.

Q. Why are Toll Free Numbers so popular?

Callers like them because they're free. Advertisers like them because customers are more likely to call. Companies also like them because they are portable and they create a national presence. Also, it is affordable and an image booster.

Q. How can you use it?

- Optimize your call centres by routing calls to different time zones.
- Plan for the unexpected with a contingency reroute plan.
- Make your number even easier to remember by spelling your name
- Automatically route overflow calls to another location when your primary answering location is busy

Q. Why spell your name in Toll Free ?

Most telephone keypads have letters as well as numbers. And although most of us refer mostly to the numbers when dialing, phone numbers are 'numbers' whose letter equivalent also happen to spell something. These letters are not treated any differently, spelling helps to make a phone number more memorable or easier to recall and in many cases also helps to describe or identify its use. 800(your company) can have a great impact on your business. And the best part is it doesn't cost any more than a standard one.

Q. Will people be able to call your number from pay phones?

Yes, you will be able to receive calls from pay phones.

Q. How can you access your bill?

You will receive your bill by mail at the end of your billing cycle. Also, you can access bills by logging on to your account online at www.etalatb2b.ae

Q. When do you get the Toll Free Number?

You will receive a Toll Free Number immediately after submitting your application to our sales counter. It will take few hours till your account is activated.

Q. How can you change your termination number?

You can change your termination number in real time by logging into your account. You can program your termination to any of your identified call telephone numbers in the UAE. Also you can forward calls to any number in the world as the International rates apply according to the location of your selected number. It may take a few hours for the requested changes to be active.

Q. Are there any set up fees or minimum costs?

You can select one of the two service charging plans.

There are no minimums. Use as much or as little as you like and we will charge you for that at the service published rates.

If you wish to forward your Toll Free number calls outside the UAE, please refer to our IDD Rates.

Q. Can you cancel the Toll Free service at any time?

Yes. You can end your Toll Free service at any time. However, a minimum rental period of three months will be charged to new customers and will range according to selected plans. Also, a one month notice period applies.



Q. Can you get one Toll Free number to ring on your regular phone line and another Toll Free number to ring on your Fax line?

Yes, many customers prefer both.

Q. You already have a Toll Free number. Can you get another Toll Free number?

Yes. You can have multiple Toll Free numbers and they can all ring to the same number or to different numbers. You can also have separate Toll Free numbers for different product lines, special advertising and promotions, fax lines, sales lines, customer care, etc.

Q. Do you need to install a new telephone line for a Toll Free number?

No. There is no need to install a new or separate phone line for your number. The Toll Free number will terminate to any number you use, including your existing business line, in the UAE and abroad.

Q. What if you move or open a new office? What happens to your Toll Free number?

No problem. No calls to lose, just go to the Website and change your Toll Free number to terminate to the new number that you designate/pre-define.

Q. Who needs the customer code facility?

Wrong number calls are caused either by people misdialing, or calling a number that was formerly used by another company. Choose our customer code facility to reduce this occurrence. Please refer to this facility for more info.

Q. Can you move from Plan 1 to Plan 2 and vice versa?

Yes. But it will be changed effective from your next billing cycle.

Q. How can I access my account on the web?

- Go to www.etisalatb2b.ae
- Enter your Toll Free number in the user ID field.
- Enter the password that appears on the Administrator Access Card in the password field.

Please change your password as soon as you access your profile.

Q. What is 800 ASK?

It is your help line, if you are new or existing customer, you can call for inquiries, assistance and web account issues.

