



Wire Line Intelligent Network Services

Product Information Booklet (Universal Access Number)

BSNL's Intelligent Network services are for those organizations who don't think customer services as another department. It offers integrated network solutions for fixed lines and wireless. These services not only revolutionizes the way Business interact with their customers but also optimizes the cost of providing customers support services.



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Connecting India

Universal Access Number (UAN)

What is Universal Access Number service?

- There are two types of UAN services, UAN Full Charge and UAN split Charge. In UAN full charge full call charges are paid by callers whereas in UAN split charge callers pay the local calls and STD charges are paid by Called Party.

- Service is accessible from networks of other Operators also

11 digit number 1860-XYZ-ABCD

How it Works?

Callers dial the 11 digit UAN number. This number is analyzed in the IN system. One can define many Fixed or Mobile numbers against the UAN number. IN system translate the UAN number to the attached fixed or Mobile number and route the call as per pre-defined criteria.

Who can subscribe for UAN service?

- Enterprises or organizations with large customer base or having call centers.

- Retail products and services Industry.

- Ideal for hotels and restaurants.

- Companies providing after sales support as customers associate a Free phone number with the quality of the business products or services

- Whole business community in general

Convenient for the subscriber who has multiple offices in multiple cities or localities. The subscriber can retain the UAN number even after the office location changes. Thus this service is an ideal business promotion tool for business communities who want their customers to call them without any hassle. They need to advertise only this logical number which is accessible from all over India (BSNL/ MTNL /private operators).



What BSNL Offers to Universal Access Number subscribers?

Our advanced features offers a bundled solution that can help your organization track calls, route calls based on your organization's needs, and safeguard your traffic against long-term service interruptions. Moreover these also help in reducing your overall expenditure significantly on Customer Support Services

SINGLE ALL INDIA NUMBER - A single 11 digit number accessible throughout India including other operator's network. No STD facility required to access the service. Multiple Call Centres can operate and handle the customer calls based on user defined criteria such geographical location, time of the call, day of the call etc.

OTHER FEATURES: In addition to the basic functionality i.e. Single All India Number and Reverse Charging there are host of add on features available that not only revolutionizes the traditional methods of interacting with customers but also helps in optimizing the cost of providing customer support.

TIME DEPENDANT ROUTING (TDR) - allows organizations to route the calls to different locations, depending on the time of day. For example, if a particular customer service department is closed at night, calls can be routed to alternate location. This helps the business organisations in maintaining 24x7 customer supports with minimal investment.

DAY OF THE WEEK ROUTING –Calls can be routed not only as per the Time of the day but also as per the type of day.

ORIGIN DEPENDENT ROUTING - Calls can be routed to set of destinations based on the location of the origin of the call i.e. Call Centres can be established on Zone Basis.

CALL DISTRIBUTION - allows the organization to route calls based on staffing levels. The call split is based on a percentage distribution that user designate. If a user has three Call centres having the Staff strength of 20, 30 and 50 calls can be routed to these Call Centres in ration of 2:3:5 i.e. out of ten calls, two, calls will routed to first Call canters, three to second call centres and five to third call Centre.

LINE HUNTING – allows organization to have one or more installations where the call may be answered i.e. a user can have multiple call centres (up to eight) anywhere in India. All Call Centre numbers can be put under a hunting group

CALL LIMITER – Restricts maximum number of simultaneous calls and this helps organization to dimension resources.

CALL QUEUING – enables calls meeting busy condition or reaching call limiter to be placed in a queue and as soon as free condition is detected the call is answered

CONDITION BASED ROUTING - Calls at the destination can be re-routed to a different destination number in following conditions (1) Busy (2) No Answer (3) Reached call limiter.

INTERACTIVE VOICE RESPONSE: The IVR routes calls to the appropriate person or department based on keypad inputs selected from the menu options as defined by the service subscriber e.g. if a business organisation has three different product division handling three different products such as Desktop, Netbook and printers than a customer will be asked to dial 0 for desktop, 1 for Netbook and 2 for Printers and calls are routed based on user input.

BLACK & WHITE LIST - allows organization to selectively block incoming calls from specific originating areas. In this way, one can shape your area of coverage to match your requirements and also save on the cost of handling unnecessary calls.

INCOMING GREY LIST - When a calling line is added in the grey list, a PIN is associated with it. When a caller from grey list access the service, a PIN is asked for authentication.

DETAILED BILL - Details of calls received is provided. This helps organization in marketing and business planning.

