

On Request Routing

On Request Routing offers solution providers, system integrators and developers a complete network based managed service platform from which sophisticated call routing and control capabilities can be offered.

Using IVR, PBX, ACD and other call handling solutions to manage inbound telephony can often have an impact on your business's local line capacity and ports.

On Request Routing is a high performance advance call routing solution that offers a central routing resource for use in medium to large voice networks. By freeing up local line capacity, On Request Routing can reduce operational and capital expenditure as well as call delivery costs.

On Request Routing can be tailored to fit your own criteria, rules and filters to ensure calls are routed dynamically, based on:

- **Caller Line Identification (CLI):** After crosschecking your CRM database, calls from known customers (those with a known CLI) can be routed differently to potential customers (those with an unknown CLI).
- **Time of day, day of week or date routing:** To alleviate peak traffic, out of hours or holiday periods.
- **Expertise:** calls can be routed to wherever appropriately skilled personnel are located.

On Request Routing offers complete inbound call flexibility through intelligent call routing and termination, operated from and controlled by our HP IVR platform. As all the control and routing parameters are set by you and held on your server- your business can fully control and manage how your inbound calls are handled.



If you need a resilient solution based on a carrier grade network and HP OCMP platform with the highest levels of support and development, then On Request Routing is an ideal feature rich solution that includes:

- The ability to route incoming calls according to your business needs.
- Distribution of calls amongst a number of sites to speed up response times.
- The option to provide for alternative answering locations should main numbers be engaged or unobtainable.
- Incoming calls can be personalised with a welcome message.
- Integration with CRM data to enable routing and control rules to be set for individual numbers- allowing you to control exactly where every call goes.
- Real time routing can send a HTTP query to a third party server to determine how individual calls should be handled.
- Web based call reporting tools that log and analyse call patterns, enabling more efficient management of inbound calls.

A more flexible solution than switch based Intelligent Networking, On Request Routing allows multiple call routing servers to be combined in order to provide greater capacity and redundant system back up.

The benefits of utilising On Request Routing are numerous:

- **Ease of use and operation:** On Request Routing can be integrated with third party servers using all standard protocols and open standards software
- **Fast development & deployment:** meaning a quicker route to market for new services.
- **Robust carrier grade hosted solution:** there are no associated proprietary hardware, software or maintenance costs. Invomo's infrastructure provides 24/7 Network Operations Centre cover.
- **Cost Reduction:** On Request Routing is available on a pay as you go transactional model, meaning up-front investment is minimal.



As one of the world's leading digital agencies specialising in multi-channel response campaigns for major advertising programmes, Ad.IQ deliver sophisticated multi-channel services that optimize response not only through SMS but also on mobile internet and voice. This also delivers deeper intelligence on advertising performance and consumer behaviour, allowing advertisers not only to maximize their leads but also to improve their quality and to gain valuable insight into the effectiveness of the media and executions in the campaigns – ultimately increasing return on investment and resulting in better planning.

As part of Ad.IQ's continuous development program, the company approached Invomo to help improve their telephone based services for client campaigns. In order to build more user interactive systems, they have added a flexible SMS service that directly connects the consumer with a sales channel, utilizing automated routing to ensure that enquiries reach the nearest retailer or outlet and that contact with the sales prospect is maintained with automated voice follow up calls.

Ad.IQ is using Invomo's On Request Routing as part of their solution to improve efficiency and reduce costs of calls. This allows flexible call routing to specific destinations depending on variables such as time of day (for out-of-hours calls, depending on times of day and dates) and types of questions from callers (such as standard questions about opening hours).

"Ad.IQ's reputation for excellence in improving the performance of advertising depends on the quality of applications we build, which in turn rely on the best technology. Invomo's managed network service and hosted HP platform provides us with the backbone for resilient and effective solutions. Invomo has proved to be a critical partner in our delivery of unparalleled service and intelligence to our demanding client base".

Paul Phillips, Technical Director, Ad.IQ.

Invomo's hosted applications and services can transform phone-based communications- whether landline or mobile, inbound and outbound. We deliver continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs.

For more information on how Invomo can help your business please contact us on 0844 88 88 500 or email sales@invomo.com where one of our team will be happy to discuss your requirements with no obligation. See www.invomo.com for more information.

All telephony services hosted and operated by Invomo Ltd. adhere to prevailing Ofcom regulations and the Code of Practice as set out by PhonepayPlus.

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