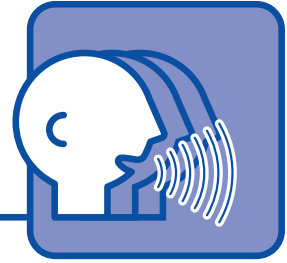


Bell Toll-free Service



A simple way to encourage customers to call

At Bell, we understand how important it is to simplify things for your customers. To provide them with an easy, reliable way to communicate with you, free of charge. That's what **Bell Toll-free** is all about. Keeping the lines of communication open, and offering simply great service from anywhere in North America.

With Bell Toll-free service, you benefit from expanded reach and accessibility. A requirement for success in today's borderless business environment. Through your unique Toll-free number, your customers can call you without long distance charges, from anywhere in North America and over seventy international countries.

Bell's Toll-free service also increases your competitive advantage by helping you deliver customer service with a personal touch. Regardless of the size of your company, a toll-free number tells your customers that you are a well-established, highly professional business, ready to support their needs.

Choose Bell Toll-free service for easy, customized service

Bell makes Toll-free service easy. With simple flat rate calling, and the flexibility to choose from a variety of service options, Toll-free service allows your business to run more efficiently while maintaining cost effectiveness.

Bell's Toll-free Call Routing, Call Announcement and Call Management features make it possible for you to enhance customer service, reduce operating expenses and ensure that your customers' calls are answered correctly the first time, every time.

Call Routing features

Area Code Routing routes calls to the appropriate office according to the caller's originating area code, allowing you to publicize a single Toll-free number nationally or across North America.

Call Allocator enables you to distribute a percentage of Toll-free calls to two or more answering locations to manage peak calling periods and avoid overloading individual offices.

Country Code Routing lets you route international calls to your office of choice based on the country of origin.

Database Routing prompts the caller to enter a unique string of digits, which will determine where the call will terminate. Each call is routed directly to the right agent by taking information keyed in by the caller, and matching that information with your company database.

Exchange Routing allows you to route calls based on the first three digits of the caller's telephone number so your customers are immediately connected to the right office for their location.

FlexRoute™ allows you to extend your business day by routing calls to different offices according to time of day, day of week or day of year. For example, when your Eastern offices close for the day, Eastern calls are routed to your Western offices.

Overflow Routing redirects calls to as many as three alternative sites when the main answering location is busy or if no one is available to answer the call.

Call Announcement features

Call Prompter helps you improve customer service by providing your callers with a menu of voice prompt options such as language of choice, department or individual best suited to help them.

Select Again allows your customer representatives to return callers to the Call Prompter menu to select a secondary routing choice during the same call.

Courtesy Response establishes network-based announcements to greet callers professionally if your office is closed, your lines are busy or no one is available to answer the calls. You can use Courtesy Response messages, which are pre-recorded, to inform callers of your business hours or to let them know that all your service representatives are busy.

Enroute Announcement helps make the most of every customer contact and is the perfect way to handle frequently asked questions. A pre-recorded message is played to the caller before their call is answered or they make their Call Prompter menu selections.

Call Management features

Caller Identifier presents your caller's telephone numbers on your display equipment. By knowing where people are calling from, your agents are able to tailor their greetings and serve customers better.

Dialed Number Identifier is for businesses that route several Toll-free numbers to the same telephone line. This feature lets the agents know which Toll-free number the caller dialed and allows them to tailor their greetings accordingly.

Bell Toll-free service makes things simple for you

It's easy to do business with Bell. We make it simple by offering a flat rate Toll-free service, with no set up fees for North American Toll-free numbers. No special equipment is required to install Toll-free service – it can ring through to your existing phone, fax, cellular, pager or modem. Your number is also provincially portable and supported by a reliable network. As a full-feature service, Bell's Toll-free service can be scaled or upgraded to match your evolving communication needs.

**The ability to be there for your customers. Wherever they are.
Whatever they want. That's simply good business.**

NOTE: Bell Toll-free service is not available when the customer's local carrier is an independent telephone company.