

AOL signs with Telewest Business for Inbound Telephony Service for UK call centres

Submitted by: Speed Communications

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Telewest Business, the supplier of broadband communications to the public and private sector markets, has been chosen by AOL to implement its "SRS Advanced Solutions" that manages inbound telephony services in the UK. SRS (Special Rate Services) is Telewest's name for a range of non-geographic numbers such as 0800.

AOL, the leading online interactive services provider to the UK, will implement the new solution across five of its call centres serving AOL members in the UK.

SRS Advanced Solutions is designed to give full and real time control to organisations when managing incoming voice traffic. By using a unique web interface, that has a simple graphical format, clickable icons, drop-down menus and help functions, call centre managers are now able to easily access, modify and activate their individual call plans, and change their routing plans at the click of a button.

Tony Hanway, VP of Member Services for AOL UK, said: "Our call centres are the hub of our free customer service offering and the smooth management of incoming calls is imperative. With SRS we have the tools to allocate resources, plan capacity and gauge call centre efficiency.

This allows us to react instantly to changes in traffic volumes and implement special procedures at busy times so that we can continue to deliver the service our members expect. We chose Telewest Business SRS Advanced Solutions because it not only gives us all the functionality we need, but is also easy to manage and implement via its web interface."

Matt McCloskey, Senior Product Manager, SRS, Telewest Business said: "SRS Advanced Solutions is the next step in the way that calls can be handled and monitored by organisations. With AOL, we have been able to provide a solution that allows them to create and adapt complex call routing plans by following a few easy steps, all of which can be implemented and monitored in real time."

SRS also offers levels of control depending on the degree of online management required and the complexity of the business' requirements from simple one to one translations to more complex IVR (interactive voice response) and skills based routing. The solutions are entirely flexible so organisations that have a range of SRS numbers can allocate a specific control level for each individual number.

SRS Advanced Solutions provides a completely virtual service without the need for any installation of equipment or capital expenditure.

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About AOL UK:

AOL is the leading online interactive services provider to the UK, with more than two million members. AOL offers a range of online interactive services in the UK, including flat-rate, broadband and mobile,

as well as unrivalled content and community for all the family.

Members spend more than one hour a day online on average, enjoying access to AOL's 24 channels of online content, from Entertainment and News to Parenting, Shopping and Money, as well as email and the Internet. All AOL members in the UK have access to freephone customer support.

The AOL service is provided to UK subscribers by AOL Europe Services SARL, a company in the AOL group based in Luxembourg. AOL (UK) Limited is part of AOL Europe, a business unit of America Online Inc., which is the world's leading interactive services company with more than 32 million members worldwide.

America Online Inc. is a division of Time Warner Inc., a leading media and entertainment company, whose businesses include interactive services, cable systems, filmed entertainment, television networks and publishing.

About Telewest Broadband:

Telewest Broadband, the broadband communications and media group, currently passes 4.9 million homes and provides multi-channel television, telephone and internet services to 1.74 million UK households, and voice and data telecommunications services to around 67, 000 business customers. Its content division, Flextech, is the BBC's partner in UKTV. Together they are the largest supplier of basic channels to the UK pay-TV market with a portfolio that combines wholly owned and managed channels, including the fourteen joint venture channels with the BBC. For further information go to www.telewest.co.uk/media

In May 2004, Telewest Business was awarded the Communications Management Association (CMA) Chairman's Award for exceptional Customer Satisfaction ratings in the Wireline Services and Internet/Online Services sections of the CMA's "Communications Market UK 2003" report. More information can be found at www.telewest.co.uk/business

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