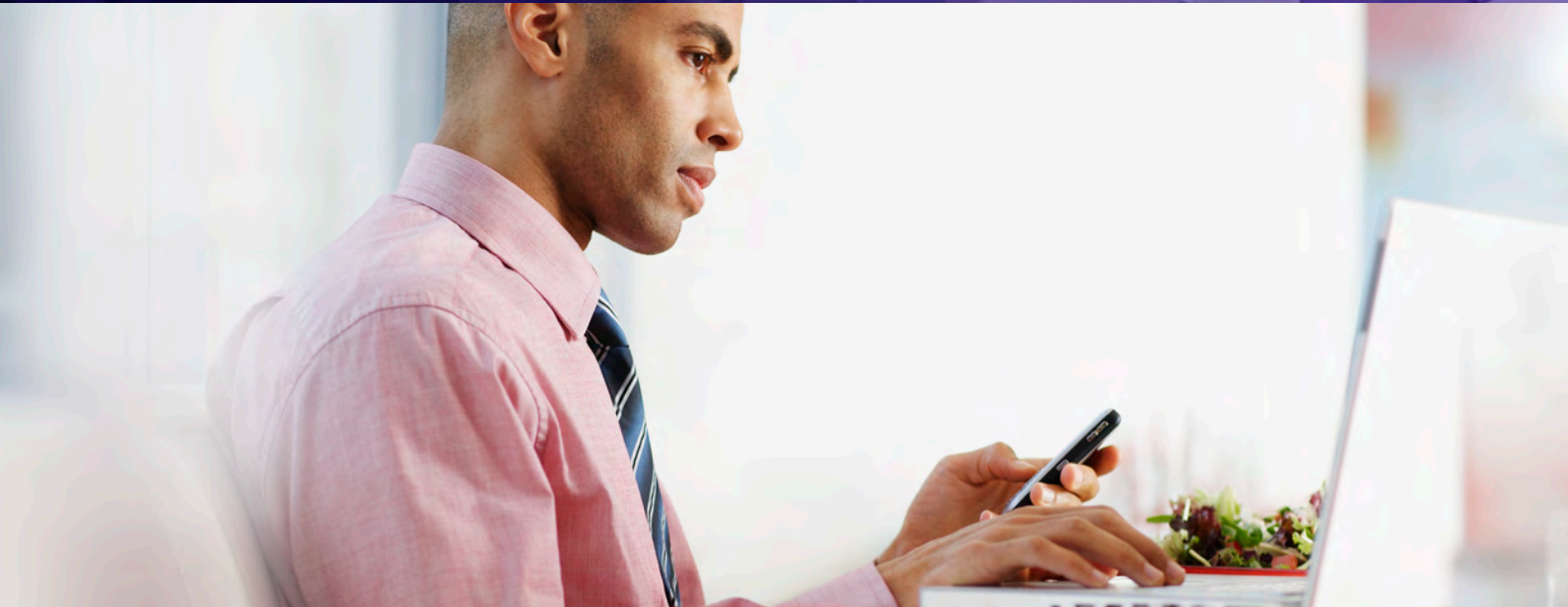


Law industry brief.

A business mobile number without a business mobile phone.



Following the economic downturn of recent years, many legal firms are strengthening their core practices – the ones which are most profitable – and defining the types of clients that will build a strong profit stream.

With a tighter focus on fewer clients, as well as strong competition from similarly specialised firms, client retention has come to the forefront. And as the one-to-one nature of relationships is possibly more important in the legal sector than any other, many legal firms have implemented a 'bring your own device' or BYOD strategy to support this.

BYOD provides legal staff the flexibility to communicate efficiently and cost effectively with clients and stay up-to-date with case loads whether they are in the office, travelling, or working remotely. But client interactions from mobile devices need to be captured securely and invoiced accurately which can be challenging and time consuming.

BT smartnumbers mobile provides a second mobile number on any smartphone with business use charged directly to the firm, so expense claims are a thing of the past. The number is a valuable asset and remains the property of the business, irrespective of staff leaving or changing roles.

The solution is controlled by an app and provides features including call recording, delegation and redirection, SMS

and voicemail to email, team based working, and integrates with leading mobile CRM and EMM platforms. These rich features empower your staff, offering significant benefits to working practices and differentiating your brand.

And giving clients a business mobile number will give them confidence that they will be always able to reach their lawyer, while the lawyer's personal mobile number on the SIM remains private.

No more carrying two phones. Mobile numbers have finally come of age.

BT smartnumbers has been widely adopted by many of the UK's largest public and private sector organisations; including most major financial businesses, defence and other government departments.

A business mobile number without a business mobile phone.

Key features

GSM quality calls

- A true business class GSM service, in bundle with all UK mobile operators.
- Ensures the highest call quality and availability wherever there is a mobile signal.
- Avoids the need for softphones, VoIP or other low quality call services.

Dual persona

- Manage communications to your separate business and personal identities on one mobile.
- Keeps personal calls personal, while adding business class services to business calls.
- 'Call Whispering' allows you to identify whether a call is being made to your personal or business mobile number before you accept the call.

Business call recording

- Record calls for note-taking, personal convenience or dispute resolution.
- Call recordings are sent automatically to the subscribers and/or a management business email account.
- Initiate call recording at any point during the conversation, and the entire conversation will be recorded.

Expense management

- Separate billing for each of the two numbers.
- Ensure the user is charged for personal calls, while business calls are automatically.
- Ensure that personal calls are charged personally, while business calls are automatically charged to the company.

Call delegation & multiple greetings

- Delegate calls to a colleague or team when busy or unavailable.
- Create different greetings to inform callers when you are busy, travelling or on holiday.

Call redirection

- Redirect calls to any phone (fixed, mobile, VoIP) when out-of-range or roaming.
- Protect against failures in the mobile network, including network failure and Access Overload Control (ACCOLC).
- Guaranteed call delivery, wherever you are.

Contacts

- Separate your business and personal contacts on one device using a Cloud Directory.
- Select a contact to dial or send an SMS message.
- Presents the contact details of incoming callers.
- Make business calls directly from your CRM mobile app.

Available on	Requirements
iPhone	iPhones running iOS 7.0 or above. Available to download from the App Store.
Android	Android devices running 4.0 (Ice Cream Sandwich) and above. Available to download from Google Play.
Network agnostic	BT smartnumbers mobile runs on all UK mobile networks. Calls made using BT smartnumbers mobile are in bundle on all UK mobile networks.

Offices worldwide

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