



Means  
Business

Soft  
cease



# Different soft cease services we offer

## PSTN + Featureline

The soft cease capability allows us to restrict both incoming and outgoing calls, which will remove service from the line.

Service can then be reinstated quickly if the customer needs it. The customer can place a full cease, but they won't have the option of reinstating their service. They'd instead need to place a new order on IP-based products.

## Broadband

We can impose a restriction on the line that will remove the IP configuration and terminate any active sessions.

This will cause the broadband and all connected devices to stop functioning. This can be reinstated quickly if the customer needs it.

## Combined

Where BT supplies both PSTN and Broadband, both must be soft-ceased together.

This can be scheduled daily or weekly, according to the customer's needs, to ensure controlled ceases and allow the customer to safely identify any services that may need to be reinstated.

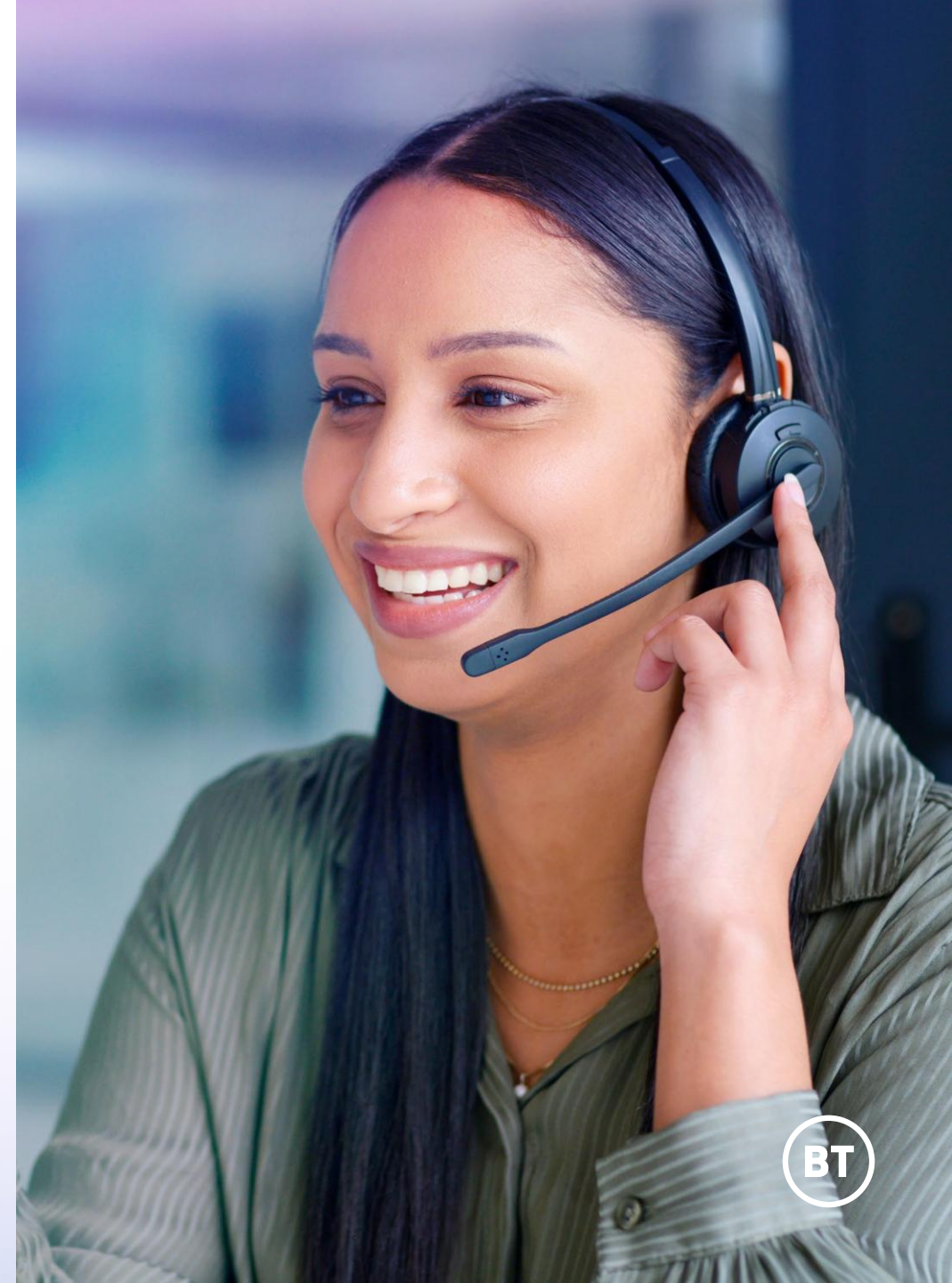
## ISDN 2 & 30 New

We can apply a restriction to the line that will block all incoming and outgoing calls, as well as any data traffic.

This will result in the ISDN service and any associated channels ceasing to function. However, the service can be reinstated quickly if required by the customer.

### Out of scope:

PSTN Aux lines, PSTN with multiple CLIs + Remote call forwarding



# Tried and tested

## The trials:

We've tested the capability with 13 of our customers, who've placed a total of 813 soft ceases. We received just two reinstatement requests via the project team, and none of these contacts were made into our service teams.

### Case study one:

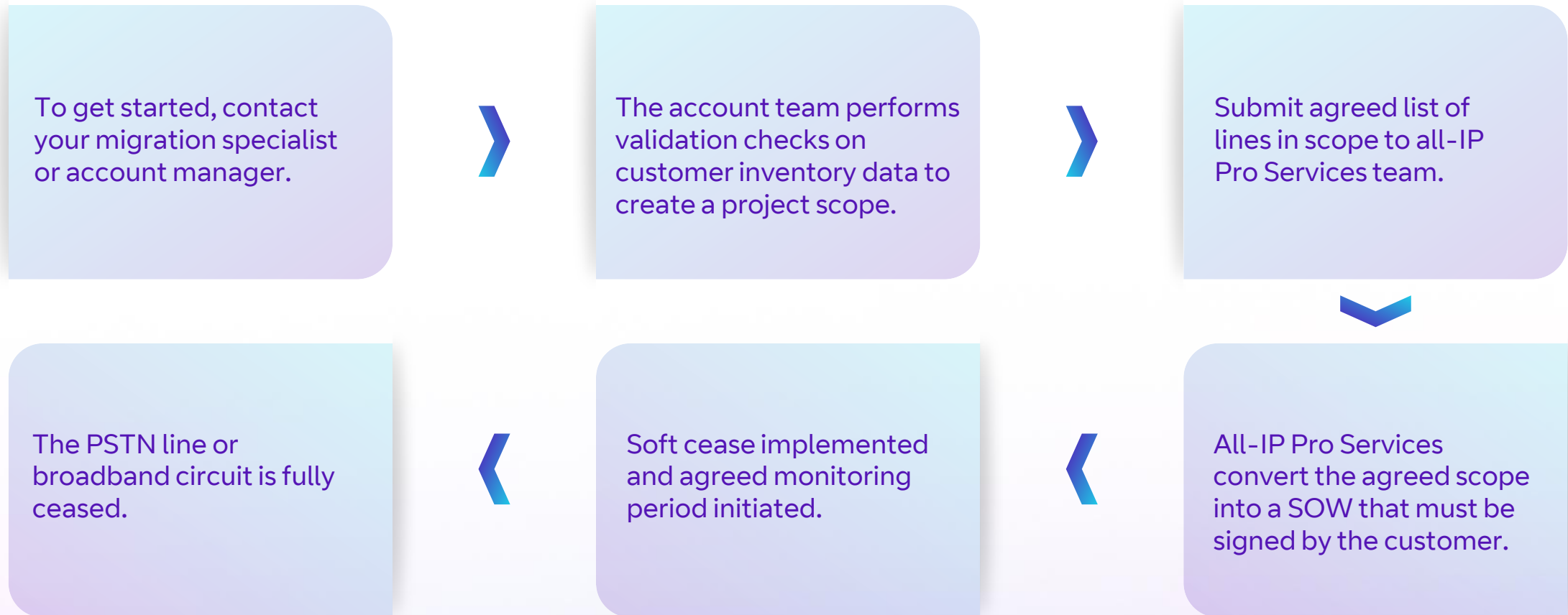
One customer had payphones connected at each of their sites nationwide, but was reluctant to place a full cease. They wanted to be sure that they'd identified all payphones in their inventory.

### Case study two:

One customer informed us they were unable to identify which of their lines they used for annual events. By using this capability, we allowed the customer to easily identify which lines they needed to migrate to IP-based products.



# The customer journey





# Want to get started?

Have a chat with your account manager today.

**Offices worldwide.**

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