



Super Toll Free Service



What is a Toll Free Number

Toll free number is a 1800 series number used by businesses to allow their customers to reach them free of cost

Advantages

- Increase in the number of business enquiries
- Portrays a professional company image

Disadvantages

- Calls by unwarranted callers and competitors
- Interconnect issue – Calls from different operators is an issue

Super Toll Free enhances the advantages and addresses the disadvantages

Super Toll Free is a value added toll free offered by Knowlarity

- Toll Free number is provided by telecom operator, Knowlarity provides a platform to service calls on toll free
- Your existing toll free can easily be migrated on Super Toll Free
- Helps increase effectiveness of having a toll free number

Enhance Advantages

- Never Loose Business Leads – Web interface to access call logs in real time
- Big Company Image– Greet callers with professionally recorded message
- Handles large call volume*
- Program call routing, after office hours
- Receive Call on existing numbers

Prevent Abuse

- Black List Feature – Helps prevent misuse by blocking unwarranted callers
- White List Feature – Allows certain callers to call
- Set maximum call duration
- Prior intimation that call is coming from a toll free number to your extension

* By default three parallel calls can be answered, add more lines on request

Super Toll Free Comparison

Basic Features

	BSNL	Reliance	Airtel	Knowlarity
Receive Calls on	BSNL	Reliance	Airtel	All
Receive Calls From	BSNL	All	All	All
Professional Greetings	X	X	X	✓
Instant Call Logs	X	X	X	✓
Missed Call Alerts - SMS / Email	X	X	X	✓
Set Call Duration	X	X	X	✓
Send Visiting Card to Caller	X	X	X	✓
Set After Hours	X	X	X	✓
Black Caller Listing	X	X	X	✓
White Caller Listing	X	X	X	✓
Know this is a Toll Free Call	X	X	X	✓

Increase Effectiveness

Prevent Abuse

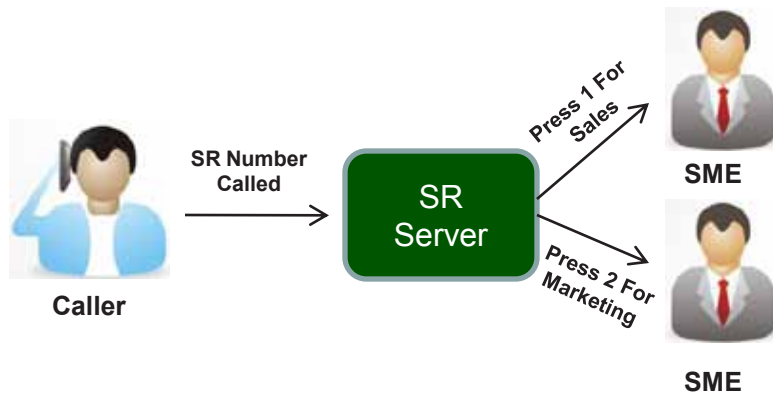
Super Toll Free – Superior offering when compared to Operator Offerings

Super Toll Free Features at a Glance

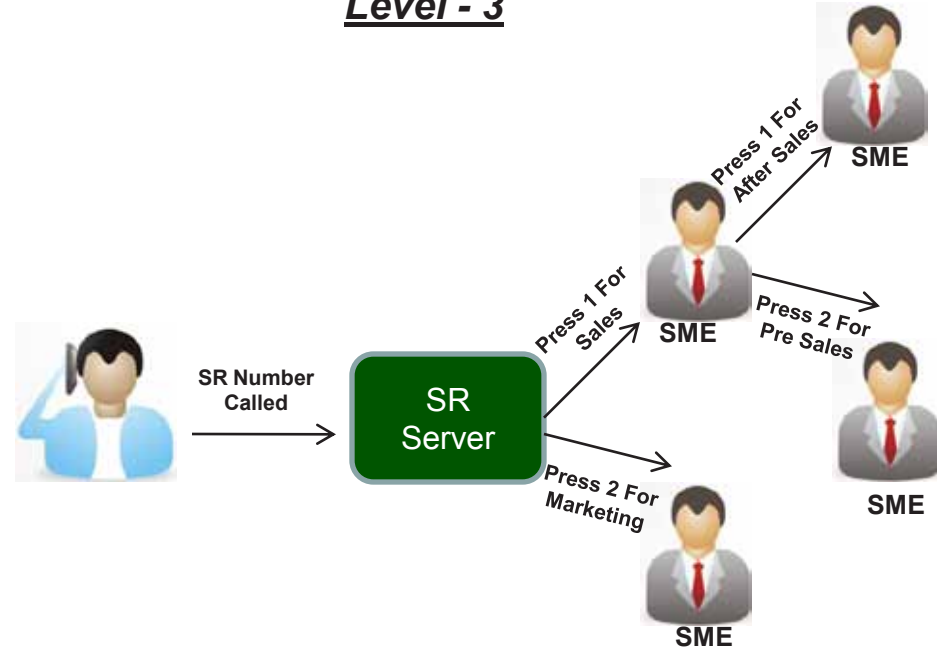
Features	Super TollFree Level 2	Super TollFree Level 3
Welcome Message	Applicable	Applicable
SMS Alerts	Applicable	Applicable
Web Interface	Applicable	Applicable
Voice mail	Applicable	Applicable
Programmable Extensions	Applicable	Applicable
Call Recording	Applicable	Applicable
Multiple Language Support	Applicable	Applicable
After Hour Support	Applicable	Applicable
Advanced Call Forwarding +	Applicable	Applicable
Custom Onhold Music	Applicable	Applicable
Fax to Email	Applicable	Applicable
Blacklist / Whitelist Feature	Applicable	Applicable
Conference	Applicable	Applicable
Multi Level IVR	Not Applicable	Applicable

Difference between Level -2 & Level -3

Level - 2



Level - 3



- Supports **Programmable extensions**
- One number can be mapped on one extension
- Target **Smaller customers** that have a upto 10 employees

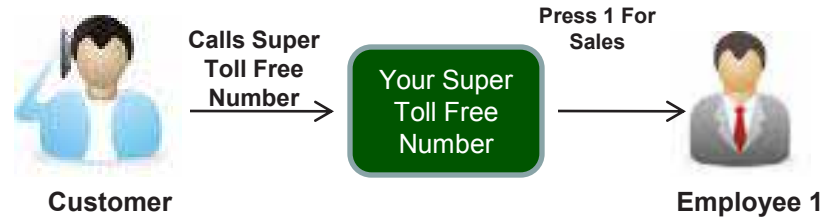
- Supports **Advanced call forwarding**
 - Parallel and Sequential
- One extension can be mapped upto 9 numbers
- Target **Larger customers**, where all multiple employees are there in a department

Super Toll Free Pricing

Super Toll Free – Level 1

Features

- Welcome Message
- Programmable extensions
- Call Forwarding
- Call Recordings / Voice Mails



Pricing

Product	Rs / Year	Free Mins / Month **	Free Mins / Year	Call Charges	Incoming Channels
TF-1	25,000	455	5,455	1.65	1
TF-1	37,000	947	11,364	1.32	1
TF-1	37,000	500	6,000	1.00	1

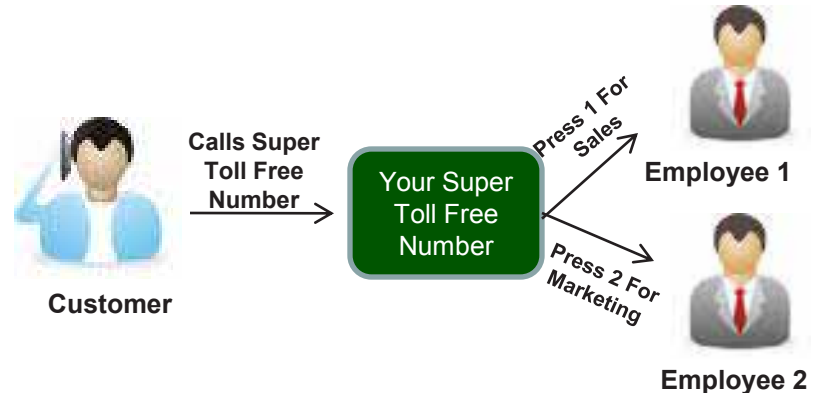
** Free Mins Expires Monthly. No Rollover

Super Toll Free Pricing

Super Toll Free – Level 2

Features

- Welcome Message
- Programmable extensions
- Call Forwarding
- Call Recordings / Voice Mails



Pricing

Product	Rs / Year	Free Mins / Month **	Free Mins / Year	Call Charges	Incoming Channels
TF-2	40,500	455	5,455	1.65	3
TF-2	53,500	947	11,364	1.32	3
TF-2	53,500	500	6,000	1.00	3

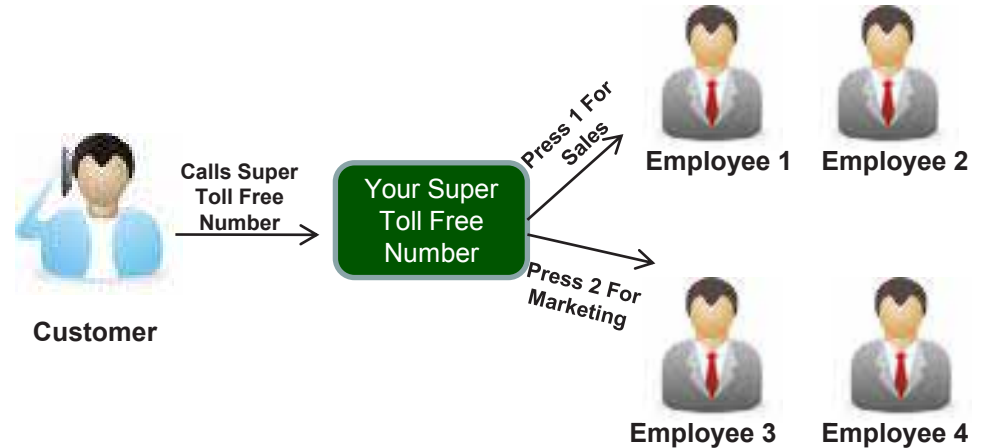
** Free Mins Expires Monthly. No Rollover

Super Toll Free Pricing

Super Toll Free – Level 3

Features

- Welcome Message
- Programmable extensions
- Multiple Sub Extensions
- Advance Call Forwarding : Parallel & Sequential
- Custom On Hold Music



Pricing

Product	Rs / Year	Free Mins / Month **	Free Mins / Year	Call Charges	Incoming Channels
TF-3	60,500	455	5,455	1.65	5
TF-3	74,500	947	11,364	1.32	5
TF-3	74,500	500	6,000	1.00	5

** Free Mins Expires Monthly. No Rollover

New Features offered by SuperReceptionist

Mini-CRM
Integration

Custom-SMS-
Functionality

Mini-CRM Integration

With this release we are providing an easy to use mini crm for SR-clients to manage their customers (leads) efficiently. We have created phone-book, follow-ups, lead-status and notes in the system to be able to provide crm as an effective service.

Custom-SMS-Functionality and Agent-SMS delivery

SR-clients would now be able to configure their custom-sms's for notifications. Also there would be provision for sms's to be sent to custom numbers and agents who picked the call.

About Company

About Knowlarity

Knowlarity is a pioneer of cloud telephony in India and creates state of the art products for SMEs and Enterprises. The company makes business telephony reliable and intelligent by providing a suite of hosted products that help businesses to improve their productivity.

The company was incorporated in Aug 2009 and in short span of two years, has grown from a garage startup to a 200+ people company with revenue ranging in several million dollars. As of date the company serves more than 40,000+ customers in India.

Investors

Knowlarity is backed by Sequoia Capital, one of the most prestigious Venture Capital firm in the world. Sequoia has invested Rs 34 Crores in Knowlarity. It has previously made investments in companies like Google, Apple, Yahoo, Youtube, Linkedin and Justdial.



Awards



Customers



Never Loose Business Leads . Project Big Company Image

Management Team



Ambarish worked as Strategy Consultant with McKinsey & Company, USA for Fortune 50 clients in Banking, Insurance and IT industry. Earlier, he was a Systems Engineer in US, Germany and Australia and Co-founded – Viplav Communications, a political consulting company in India.

Ambarish is passionate about using technology for business transformation.

Ambarish received MBA from Carnegie Mellon University, USA in 2007 and B.Tech. in Computer Science from IIT Kanpur in 2000



Bipul has deep experience in technology with hands on experience as architect, engineer and technical manager. He worked for 8 years in multiple startups in silicon valley - Cloudshield Technologies, Andiamo Systems, Server Engines - on cutting edge technologies in storage, networks and large scale systems.

Bipul returned to India two years back and has been working with Juniper Networks as Engineering Manager. Bipul received his B.Tech. in Computer Science from IIT Kanpur in 1999

Thank You