



# Telstra Liberate

Get the best features of a desk phone on your mobile to transform how you work.



## Discover what Telstra Liberate could do for your business

A mobile phone is vital to business today. So, we've made it easy to integrate mobiles into your business – enabling a mobile-only strategy or combining desk phones and mobiles seamlessly.

Telstra Liberate lets you set up mobile phones to operate like office desk phones, freeing your staff to work remotely, with the tools they need to deliver exceptional customer service.

With Liberate, you can incorporate mobiles into your hunt groups<sup>1</sup> and enable users to transfer mobile calls (which is not usually possible on a mobile).

Liberate helps maintain your business identity when making calls from the mobile, as staff can choose to show their business or personal number on a schedule or call-by-call basis.

### Why Liberate is different

Liberate natively integrates calls within the network. Unlike with Over The Top (OTT) apps or VoIP, intelligence within the Telstra network connects your mobile SIM as if it was an extension of your PBX. This ensures you can have the key features of your desk phone on your mobile, and easily switch between the two. And since mobile calls are carried over the Telstra mobile network voice channel, you have better call quality than if the call was carried over the data channel. Telstra is the first company in Australia to offer this innovation.

<sup>1</sup> Only available for Liberate Premium on TIPT and Liberate Mobile.

# How can Telstra Liberate support your business' ways of working?

Whether your people work on their own or as a team, they can now experience the same call features when they are outside the office, as they can on-site.



## Mobile employees

Help your staff to work more effectively with the best of desk phone features, like call transfer and corporate directory access; whether they're:

- working off site,
- at customer offices, or
- on the road.



## Hybrid workers

Staff who split their time between home and office can choose to show their business or personal number on outbound mobile calls on a schedule or call-by-call basis.

Teams can benefit from a single voicemail inbox, capturing messages on both numbers.



## Customer service roles

Improve customer service and help reduce call hold times by incorporating mobiles as well as desk phones into your hunt groups.

Plus, provide greater flexibility for customer service agents to work remotely, using their mobiles.



## In-office staff

Office based staff needn't be tied to their desks. Simultaneous ring gives teams the freedom to answer calls on their mobile, softphone or desk phone.

Staff can easily shift calls between devices.



# Enjoy the big benefits

## Promote flexible working

### Maintain business as usual

Staff can work from the office or on the go, with the key features of their desk phone on their mobile, ensuring that your work groups are always supported, and your business continues as usual.

### Answer calls with flexibility

Simultaneous ring on all your devices, including desk phone, mobile and softphone, lets you answer calls on whichever device suits you at the time.

### Answer more calls

Distribute calls to team members, regardless of their location, and check if they're available to reduce missed calls and voicemails.

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## Protect your corporate identity

### Look more professional

Maintain your corporate identity by choosing to present your fixed line number on outbound calls from the mobile.

### Protect privacy

Staff can select the caller ID – whether personal, work or anonymous, as suits the call, protecting their personal details from customers.

### Safeguard your business

Mobile phone numbers often leave with your staff, putting your business at risk. With Liberate, your customers can continue to call the same business number, even when their usual contact leaves.



# Get more value from your business applications<sup>1</sup>

## Increase compliance and insights

Record calls from both mobiles and landlines for compliance, dispute resolution and staff training. And with transcription and AI insights, you can learn from customer sentiment.

## Be more personal

Integrate with your compatible CRM to match landline and mobile calls with customer contact information, in near real-time.

## Improve customer billing

Automatically populate client timesheets with incoming and outgoing call records, even across mobiles, to maximise your billable hours.

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## Improve your business telephony

### Go mobile - your choice

With Liberate, you don't need a desk phone as you enjoy all the key phone features like call transfer, single voicemail<sup>3</sup>, hunt groups<sup>2</sup>, and more on your mobile.

### Take advantage of the cloud

Reduce costs and improve flexibility by moving to the cloud with a phone system that is flexible, scalable and has the latest updates.

### Cost control

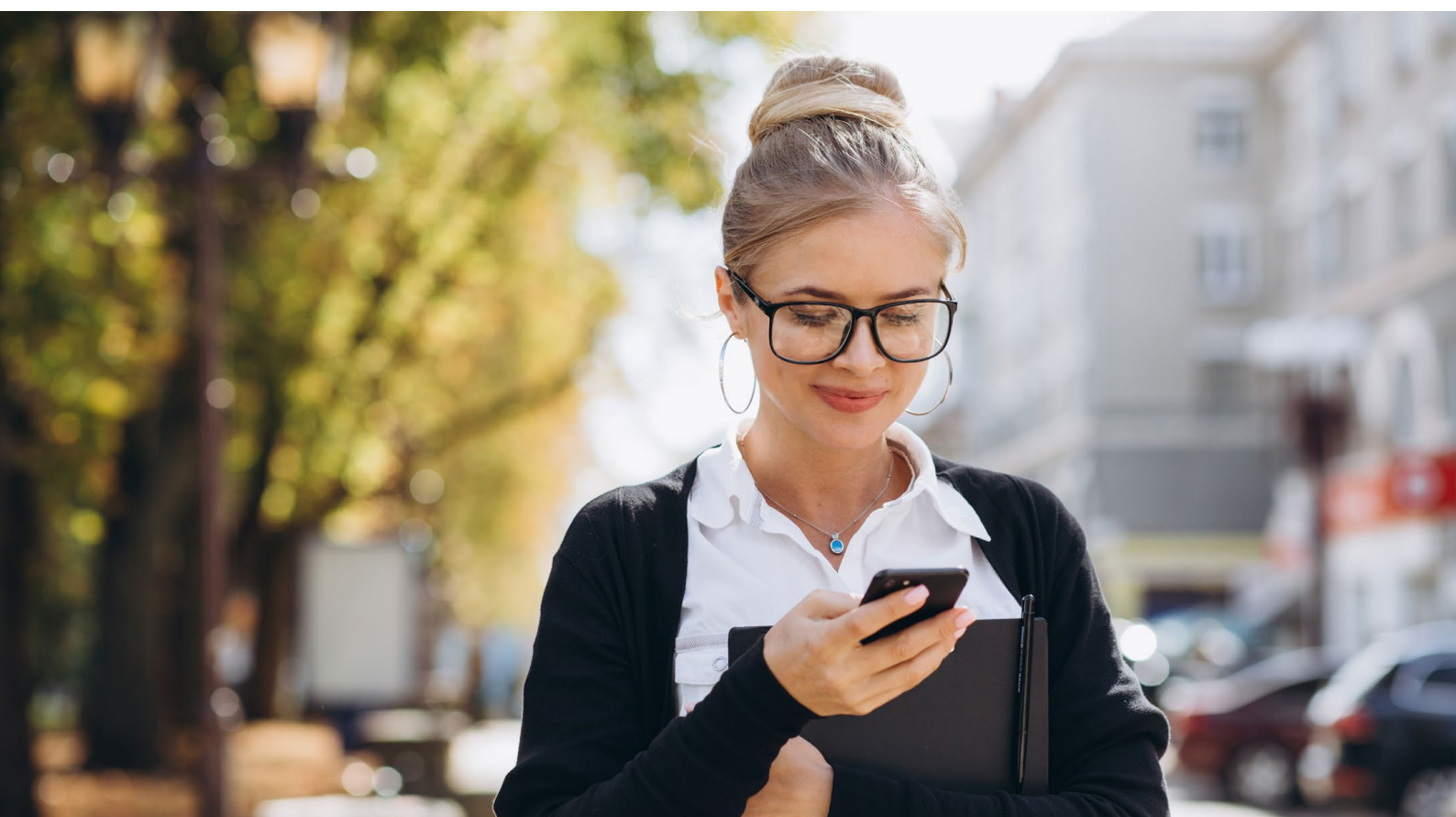
Save costs on desk phones and calling plans<sup>4</sup>, plus avoid call forwarding charges from your desk phone number to your mobile.

<sup>1</sup> Call recording and business application integration are not included with standard Liberate services, and require additional add-on purchases, which will incur additional charges.

<sup>2</sup> Only available on Liberate Premium on TIPT and Liberate Mobile.

<sup>3</sup> Not the default setting for Liberate Unified (SIP Connect). Setup required.

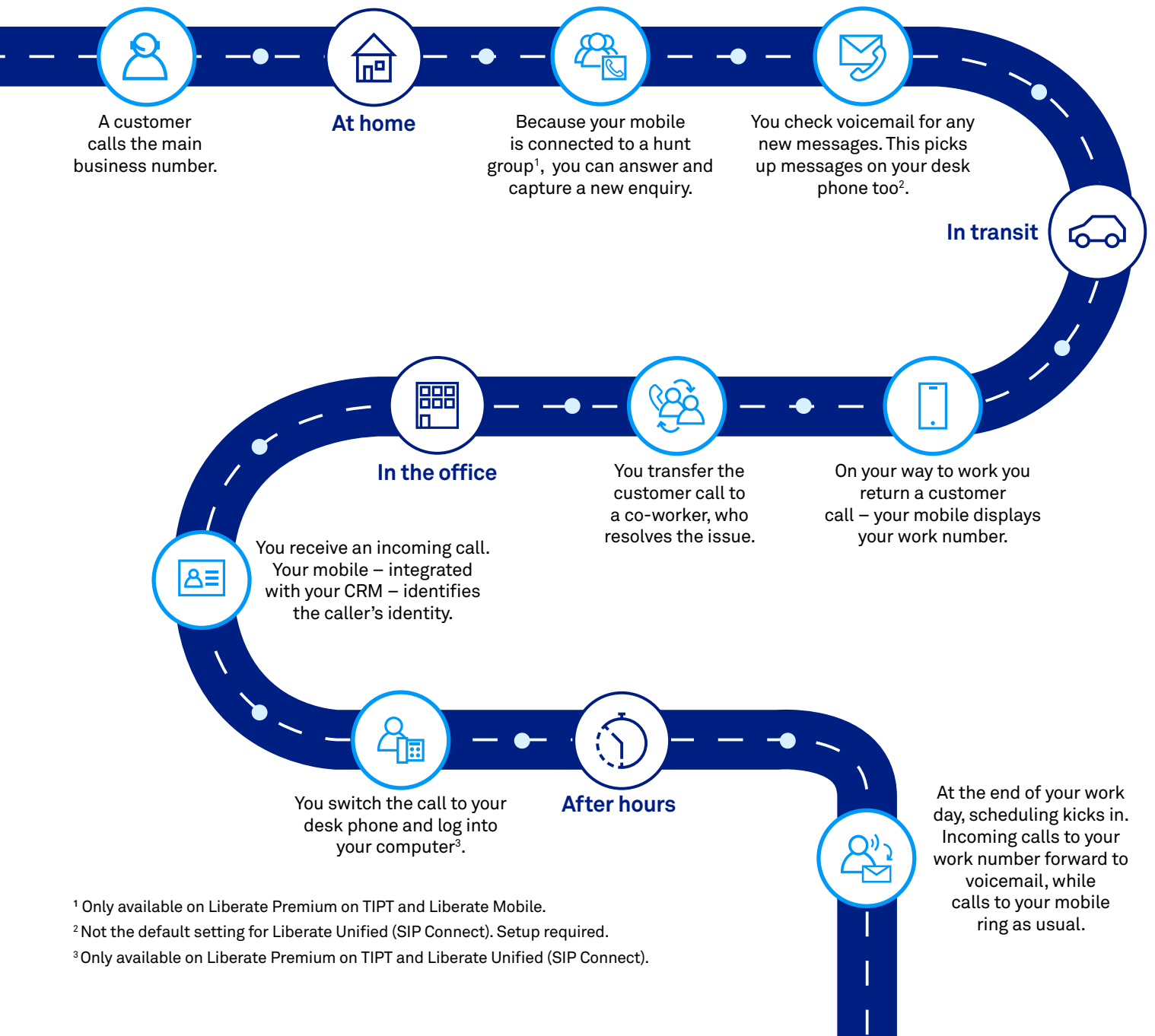
<sup>4</sup> All domestic calls (local, standard and mobile calls) from mobiles in Australia are included with Liberate Premium on TIPT.





# Impress customers with seamless service on mobiles

Breeze through the day with Telstra Liberate in your pocket.



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<sup>2</sup> Not the default setting for Liberate Unified (SIP Connect). Setup required.

<sup>3</sup> Only available on Liberate Premium on TIPT and Liberate Unified (SIP Connect).

# Liberate's key features



## Select your caller ID

Display your business number or personal number on a schedule or call-by-call basis.

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## Support hunt groups and call centres<sup>1</sup>

Integrate mobiles, along with desk phones, into your hunt groups and call centres to support flexible working.

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## Call transfer from your mobile

Transfer calls from your mobile using advanced call controls within the Liberate companion app.

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## Identify business contacts

Access your enterprise directory on your mobile, not just phone contacts.

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## Shift calls to another device<sup>2</sup>

Shift calls between your mobile, desk phone and softphone to suit your movements.

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## Simultaneous ring and single voicemail

Reduce missed calls with simultaneous multi-device ring<sup>2</sup>; choose to answer on your mobile, desk phone or softphone. Access one voicemail inbox for messages across your devices<sup>3</sup>.

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## API integration<sup>4</sup>

Enable call recording, CRM integration, call steering, call logging and more.

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## Self-service portal

Easily add and change users in near real time, as your business requires.

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## Schedule calls

Route calls to voicemail or other team members based on a schedule.

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## Companion app

Tap into advanced call controls and manage your call settings within the Liberate Companion app.

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# Discover what Telstra Liberate could do for your business

Contact your Telstra account representative for more details.

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