

# Custom Ringing

Use Custom Ringing to identify specific incoming calls with a distinctive ring. Get up to three more unique phone numbers that ring to your business — without adding phone lines, equipment or wiring.

## How Custom Ringing works

- You can order up to three additional phone numbers for one business line, without adding equipment or wiring. You'll have your main business phone number, plus three more unique phone numbers that all ring to the same line.
- Each phone number will have a distinctive ring pattern to help you know who's calling, and who they may be calling for.
- Works in addition to Caller ID – even if you don't recognize the caller's name and number, Custom Ringing helps you know why that person is calling (in response to an ad, for instance) so that you can answer appropriately.
- Each phone number can have its own listing in the White Pages too.
- Any incoming call (from any of the numbers) that you don't answer goes to your Business Voice Mail\* as usual.

## Some ways Custom Ringing can help:

- Use the additional phone numbers to identify special customers, track advertising campaigns or to distinguish business and personal calls.
- Stay on task – no need to interrupt what you're doing unless you hear that the call is one you need to answer.

- Assign specific numbers to priority customers, new customers, and/or established customers.
- Can make a small business or new business seem more established by providing a different phone number for "departments" such as "sales inquiries" or "accounting." Answer the phone differently when you hear one of the "department" rings.
- Impress clients by providing them a direct number to reach only you.
- Regain your personal time by not answering certain rings after hours – especially helpful if you have a home-based business.
- Keep track of, or limit personal calls – assign one of the numbers as the "family" ring.

## Using Custom Ringing with other CenturyLink features

Add Call Waiting\* to catch important calls while you're on the phone. With Custom Ringing, the Call Waiting tone is different for each Custom Number, so you'll know whether to interrupt your call or not.

\*Optional services are not available in some areas. Requires additional purchase.

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