

Mass Calling Event

Introduction

This guide is to advise how a Mass Calling Event should be addressed by both partners and Gamma to ensure the best service is provided. The requirement is defined as part of Gamma's Voice Traffic Policy which states:

Inbound Traffic Policy

Large volume inbound campaigns may cause overload scenarios on the Gamma network and the PSTN in general. In this traffic direction the calls per second limit on each endpoint is not active. If this traffic is causing network alarms then Gamma will invoke network call gapping across the network elements and may also request BT and other CPs to invoke call gapping on the inbound numbers causing the issue. Call gapping levels will be set at a level which protects the network. In some cases this may be to stop all calls to this number.

If a large volume inbound campaign is planned then it should be flagged to the Gamma NOC. This will allow planning on protective call gapping levels and allow special monitoring to be put in place.

There are processes across the industry for dealing with these events with communications between BT and the main CPs.

What is a Mass Calling Event?

A Mass Calling event is where it has been predetermined that there is likely to be a large spike in calls to specified numbers on a certain day,

Examples

- Concert Ticket Sales
- Fundraising Event (e.g Comic Relief)
- Major Retail Sales
- Black Friday

If no notification of an event is provided it may trigger alarms which may lead to our teams taking measures to protect our Core network at the detriment of your service. Where numbers are ported, there is the additional complexity of ensuring adequate capacity to support range-holder routing.

The best advice we can give if you are planning an MCE is to use a newly allocated Gamma number from our own number stocks, or failing that, a number imported to Gamma from BT, Vodafone (Cable and Wireless companies), KCOM, Colt or Virgin should not pose significant problems due to the capacity of our interconnects with them. Imported numbers from other networks may require a capacity review and it is worth discussing with our Gamma as far in advance as possible.

Who to contact?

The Partner should contact Gamma NOC who can assist.

A copy of the Mass Calling Event form will need to be completed and is available on the Gamma Portal/Academy.

Information required

The Partner will need to provide the following information so we can understand your expectations on the day:

- Event Name
- Date and time of the Event
- Expected call volumes
- Telephone numbers to be used

Communications

A Gamma engineer will make contact with the partner to discuss their requirements, review call volumes and telephone numbers in preparation for the day of the event.

On the day

Gamma will monitor traffic on the day and work with the Partner to apply any changes or advise of issues.

Emergency Mass Calling Event

There may be occasions where advanced notice may not be possible, in such a case of emergency, Gamma's NOC team can be contacted who can trigger a call with the relevant teams.