



WATS



Wide Area Telephone Service



**AREA
CALLING
WITH
COST
CONTROL**

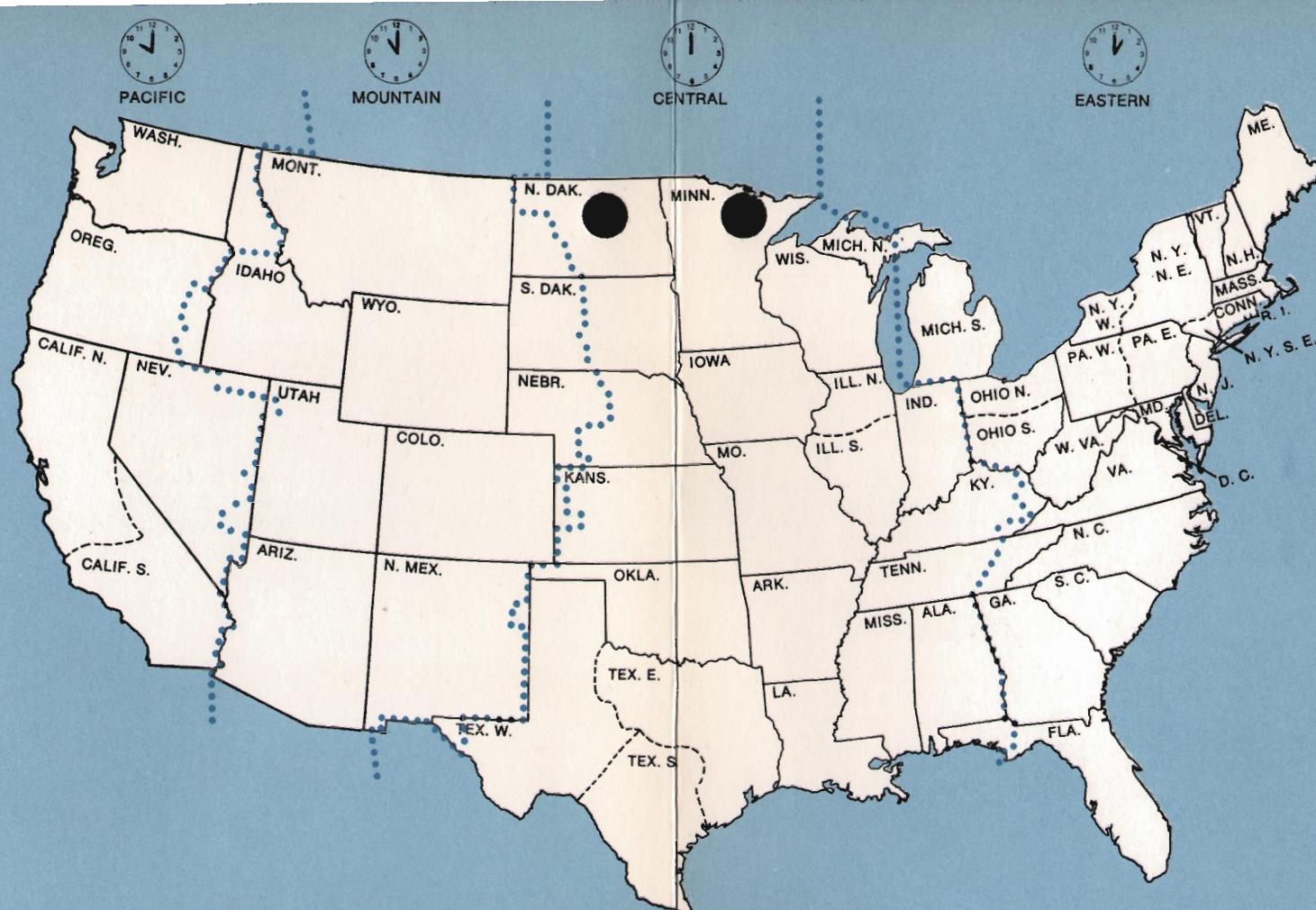


WIDE AREA
TELEPHONE SERVICE

- ☐ Phone where you want.
 - the country is divided into specific Areas
- ☐ Phone as often as you like.
 - special access lines determine the number of calls that can be made
- ☐ Talk as long as you want.
 - service is provided on a Full-Time or Measured-Time basis
- ☐ WATS may also be used for data transmission.
 - connection to Bell System DATA-PHONE service may be provided

HERE'S HOW IT WORKS

- ☐ From your telephone you have direct access to all telephones in any Area or Areas.
- ☐ Special access lines automatically tie your office into the Long Distance network.
- ☐ You simply call the number you want.



HERE'S THE WIDE AREA TELEPHONE SERVICE THAT FITS YOUR BUSINESS NEEDS

WIDE AREA CALLING

- ☐ The country is divided into six Areas extending outward from your state.
- ☐ Each additional Area includes the previous Area or Areas.
- ☐ Your own state can also be included as a separate calling Area.

ANY NUMBER OF LINES

- ☐ One line gives you direct access to all phones in an Area.
- ☐ Lines to as many Areas as needed.
- ☐ Additional lines afford simultaneous calling.
- ☐ Lines may be either Full-Time or Measured-Time.

FULL-TIME OR
MEASURED-TIME SERVICE

- ☐ Full-Time service is 24 hours a day, every day of the month.
- ☐ Measured-Time service is 15 hours any time during the month.
 - 15 hours all at once
 - 15 hours accumulated by fractions of minutes
 - over 15 hours is charged for by the hour

FROM			
AREAS	NUMBER OF LINES	FULL TIME	MEASURED TIME
1			
2			
3			
4			
5			
•			
S			

GIVE YOUR BUSINESS
THESE ADVANTAGES
WITH WIDE AREA
TELEPHONE SERVICE

FLEXIBLE,
ECONOMICAL COMMUNICATIONS

- ☐ Expand communications and maintain cost control.
 - Areas, Lines and Service periods to fit your business needs
 - when company needs require, service can be easily changed
 - you can budget charges for all calls to a wide Area
 - take maximum benefit of time zone differences
 - use the same lines to transmit data
- ☐ Increase effective use of outside lines.
 - relieve regular business lines for more efficient handling of incoming and outgoing calls
 - allow attendant to give faster attention to incoming calls
- ☐ Improve business efficiency by quickly reaching people that affect your administrative, purchasing, marketing, sales, and distributing functions.
 - plan future demands with distant branches, factories and warehouses
 - announce price changes
 - correct customer orders
 - supplement seasonal sales visits
 - develop new outlets quickly
 - determine good prospects in advance of personal visits
 - help control customer inventories
 - survey the market for sales opportunities
 - gather operating data quickly
 - speed timely management decisions
 - back up salesmen and advertising
 - investigate late deliveries and trace lost shipments easier, faster
 - maintain good will by confirming sales and customer requests promptly

**HERE'S HOW WIDE AREA TELEPHONE SERVICE EXPANDS
YOUR BUSINESS COMMUNICATIONS TO GIVE YOU AREA
CALLING WITH COST CONTROL**

COMMUNICATIONS WITH ... LOCATIONS	WATS AREAS	SPECIFIC USAGE
WATS MONTHLY CHARGE		



BELL TELEPHONE SYSTEM