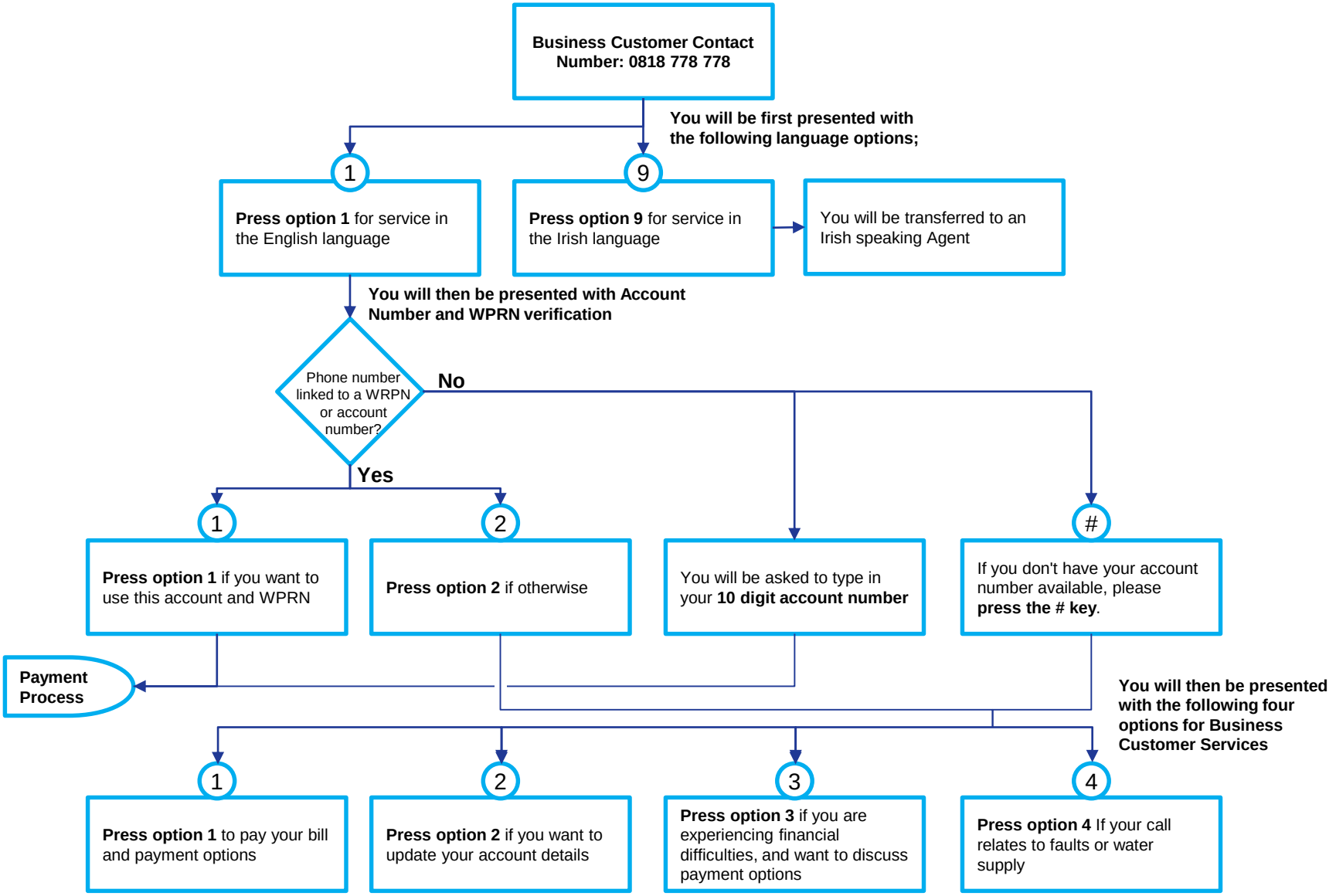IVR Call Routing Guidelines - Business