

# Be in control.

Manage and measure the response  
to your advertising using telecoms  
solutions.

# Telecom solutions are neither sexy nor overly exciting but they will:

- Measure response to your advertising campaigns
- Show real activity statistics independent to the reports produced by a call centre
- Hugely improve customer experience
- Put you in control of communications

## This counts for something.

We work closely with marketers and advertisers to understand their objectives and recommend solutions to deliver effective and ROI driven telecoms ad campaigns. We make sure our solutions are accountable and that we can react in real-time to these data insights to provide a competitive advantage to you and your clients.

### What do I get?

#### Make your communications work.

- Broad choice of network based products and technologies so that you are always one step ahead of the competition and fit with creative approach.
- We are independent and work with a selection of major suppliers so we will always find solutions that suit and meet your needs.
- Great choice of non-geographic numbers : 08 and 03 numbers also local presence numbers (01 & 02) and premium rates.
- Same day set up for numbers.
- Powerful statistics reporting to quantify response to your communications.
- On-going review of your requirements to guarantee the best solutions.
- Full Intelligent Network Services for Call Centre Assisted Campaigns.
- Automated Data Capture Services.
- Full Online Reporting with Downloadable Data to Check Performance.

#### Phone numbers

## Your Benefits

### Make your business communications

- ✓ Fast set up times - Give us a call or email with your requirements, once agreed the number will be connected within hours not days.
- ✓ Peace of mind – we will look after everything from setting up call plans, sending you reports on performance to making sure you receive the best value for money
- ✓ End-to-end seamless telecoms campaign service that requires absolutely no additional effort from you.
- ✓ Save time and increase productivity.
- ✓ True business quality – highest standard intelligent network means never miss a call.
- ✓ Suits all budgets – set up cost and monthly rent as low as £10.00
- ✓ Suits all clients – we handle big and small accounts.

## Your Customer's Benefits

- ✓ Working with industry leader
- ✓ Bespoke statistics reports emailed daily/hourly
- ✓ Breakdown of response by geographical region (callers post code) for improved targeting and maximising return on investment.
- ✓ Quantifiable results of your advertising response and call centre efficiency

### Key Features:

- **0800/0808** Free Phone Number is the most powerful marketing tool.

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- **0844/0845** Local Rate Numbers giving a business a truly national feel, considered to be 'Customer Friendly' as UK Callers will only be charged a Local Call Rate.
- **0871** National Rate Number quite often used for support and technical help lines.
- **0870** National Rate Number generally used for Main Switchboard Numbers, Support Lines or for a Fax to Email Service.
- **0303** They are only for public sector, not-for-profit bodies and registered charities.
- **0333** For Any Business Standard Call Rates.
- **034/7** Equivalent to 084/7
- **09x** Premium rate number, used to offer information and entertainment services via phone, fax, PC (e-mail, Internet, bulletin board), mobile (SMS/WAP) or interactive digital TV.
- **01& 02** Local Presence Numbers.

### Intelligent network services

- **Fax 2 Email:** This service allows business to use any 08 number or 03 number as a fax number terminating at an e-mail address of your choice. What this means is that if someone sends a fax to your chosen number you will receive the contents of that fax as an attachment to an e-mail, eliminating the need for you to have a fax machine.
- **Voice 2 Email:** Voicemail to email allows clients to leave a voicemail which is delivered to your email box. Messages are delivered to your inbox as email attachments.
- **IVR:** Interactive Voice Response is a short message, that the caller hears with options to press for example 1 for Sales, press 2 for Support, press 3 for Accounts, and then the call is routed to a destination or hunt group/ voicemail/ main switchboard accordingly.
- **Call Recording:** is an affordable service which can be used by businesses of any size and from any business sector. Both for legal purposes, to help with customer service issues or to monitor the performance of employees. The moment the call is connected the complete conversation will be automatically recorded and converted into an audio file. It is then stored on secure audio server with an online access or emailed to a dedicated account.
- **Call Queuing:** If a destination is busy then Callers will hear a short Greeting Message informing them that they are in a call queuing system. Music and an apology message will be played until a destination

becomes available, then the longest held Caller will be connected. Call Queuing can also work in conjunction with Time Based Routing, Voice to Email or any other Call Service.

- **Call Whisper:** This Audio Solution allows the receiver of the call to hear a bespoke message before the call is connected. This means that it is easy to identify business or personal calls or identify which advert or directory a caller has responded to. The Call Whisper message can be updated at anytime, by using the Pin In recording platform.
- **Number Presentation:** This Visual Solution allows the receiver of the call to see the inbound number (the number that the caller has dialled) on their 'Caller ID' display. This helps to identify business and personal calls or identify which advert or directory a caller has responded to. This solution is used by many types of businesses and is particularly popular with trades people and 'local' type businesses.
- **Missed Call Alert:** No business should miss their inbound calls, but sometimes it happens. Our Missed Call Alert Service will send you an email within 15 seconds of your inbound number missing a call or ringing unanswered, this service will let you know when you have reached any pre determined set of rules.
- **Call Greeting:** Callers will hear a recorded Greeting, Marketing or Information message before being connected. The message can be updated at anytime and can include company news or any other type of information. The Call Greeting service can be used in conjunction with any of our other Call Services such as Time based routing or voicemail.
- **Information Line:** This service is used primarily for information lines and also for promotions, product or service announcements, product call backs, registrations, voting and many other purposes. Callers hear your message (up to 20 minutes long) and can then leave a voice message. This service can handle hundred of concurrent calls and the 'Information Message' can be updated at any time.
- **Automated Data Capture:** Data capture is a secure and simple way to collect potential customer's details via the telephone. When building data captures services we create a field for each question/answer for example " After the beep please tell us your full name" Beep , then "and now tell us the first line of your address" Beep. We collect the data in this way to ensure that the data is not compromised in any way, and all the data left

by the caller can be easily understood. This type of data collection means that every data record will be valid and usable. Data can be delivered in voice file format on a daily basis or we can employ a transcription house to type the data into a contact data base and again deliver daily. An end to end managed service from Creative Telecoms.

Recently companies have begun collecting data via the internet although this is a good method of collecting data it excludes potential customers who do not have access to a computer, so although not everybody has a computer, virtually everybody has a phone. This service can be used with any non geographic number 0800, 0845, 0870, 0871, etc

- **DTMF:** is a reliable, fast, and secure way of rerouting your non geographic numbers via your phone. Once we have set up the service you simply dial in, enter your secure PIN, and then enter the number where you want to direct your non geographic calls to. The number will be rerouted immediately. A fantastic tool for disaster recovery, or for when you are on the move.

### Routing plans

- **Time/Day of Routing:** that calls will be routed to certain destinations (can be single landline or mobile numbers or hunt groups and voice mail) according to the time of day/week/month or year.
- **Geographic Routing:** create call routing plans based on your caller's location, for instance, you can route calls originating from South East England to a London call centre and calls originating from Scotland could route to a Glasgow call centre.
- **Ratio Plan Routing:** route calls to multiple destinations based on a Percentage Ratio. Some businesses may have one call centre with 300 lines and another call centre with 100 lines, in this instance calls could be split by 70% and 30%.
- **Hunt Group Routing:** You can configure your number to route to up to 10 different destinations including hunt groups, ring to all groups, mobiles, Virtual Receptionist (IVR) service or voice mail. If the one destination Number is busy or unanswered, then call will be automatically routed to the next available number.
- **Rout to All:** route calls to multiple destinations at once so that all phone lines ring until the call is answered. Calls can be routed to up to 20 lines

simultaneously (more on request) and destinations can be hunt groups, mobiles or voicemail.

- **International Call Routing:** All of our Non Geographic Numbers can be routed to International and Mobile Destinations. You don't have to be in the UK to receive inbound calls; we can route calls to any Landline or mobile phone anywhere in the World.

### Online reporting

- Call Statistics are invaluable to many businesses as they can measure the effectiveness of an advertising or marketing campaign, identify the peak times for inbound calls and accurately assess their inbound telecom requirements. One and foremost important thing for any business it to have a measurable results when advertising. Online reporting delivers just that. You will be able to view and download detailed call statistics and reports for your numbers or have them emailed to you or your client. You can also access the portal to see the near real time data especially handy for DRTV.