

Be in control.

Everything you do in business should be measurable.

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

- Attract more customers to grow your business.
- Hugely improve customer experience and help to retain existing customers.
- Put you in control of your communication.
- Reduce cost and improve productivity.
- Measure response to your marketing activities.

This counts for something.

We have been working closely with all types of businesses for years to understand their objectives and deliver solutions that streamline their communications with minimal expenditure. This experience and knowledge is a standard part of our consultancy and is free.

Attracting new customers with a free phone number is just a beginning of a successful communication strategy. You will benefit from our knowledge and experience in providing intelligent network solutions and online statistics to make your business more profitable and your customers happier.

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.
- 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 (09).
- Same day set up for numbers
- Ongoing review of your requirements to guarantee best solutions.
- Full Intelligent Network Services for Call Centre Assisted Campaigns.
- Full Online Reporting with Downloadable Data to Check Performance of your call flow and communications.

Your Benefits

Make your business communications

- ✓ Fast set up times for numbers - 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 call flow performance to making sure you receive the best value for money.
- ✓ Rapidly deployed solutions to help manage your communications.
- ✓ Save time and increase productivity - we can redirect and reroute calls to any number including mobile.
- ✓ 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.
- ✓ Measure your advertising response and gain an immediate view of the effectiveness of each campaign.
- ✓ For continuous improvement and security call recording is available for both inbound and outbound.

Your Customer's Benefits

- ✓ Calls are answered quickly and efficiently resulting in high level of customer satisfaction.
- ✓ Customers feel valued as they perceive free phone numbers as a sign that the company really wants their business.

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Key Features:

Phone numbers

- **0800/0808** Free Phone Number is the most powerful marketing tool.
- **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 any time, 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 any time 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 hundreds of concurrent calls and the 'Information Message' can be updated at any time.

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- **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.

- **Route 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.

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