

## Reasons Why Your NGNs should be managed by Creative Telecoms

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- Over 16 years' experience in delivering Advertising, Marketing and DRTV Telecoms.
- Complete reporting – understand your best spend by ad spot, channel or media channel.
- Disaster recovery – standard with every NGN number.
- DRTV experts with experience in delivering DRTV campaigns across UK, Europe & worldwide.
- Smartphone app – 24/7 accesses to Disaster Recovery – full statistical reporting.
- Allocated Account Manager for every account – superior customer service.
- Creative Telecoms will match or better your current per minute costs.
- Creative Telecoms will share our vast experience on your campaigns giving you the edge on the competition.

With our 16 years in the business of supplying telecoms services to advertisers, marketers and directly to businesses there are very few scenarios we haven't come across in the past. It is this experience in delivering campaigns across the globe that is invaluable to our clients and agencies.

We recognise that clients purchase their campaign telecoms numbers directly from their chosen supplier; however this we have discovered in the past is often where the first issue lies. It's vitally important for an agency to have full visibility of their entire call statistics so that the campaign can be analysed for the best performing conversion rates. This in turn allows advertisers to drop the least performing areas of their campaigns and reinvest resources on the best performing areas to get the best value for money and maximum their ROI.

It's for this reason that Creative Telecoms are the number one telecoms supplier to successful advertisers and marketers alike. Our in-depth analysis and insight are a real game changer when up against the competition and unlock an insight into your campaigns that you probably never knew existed. Think of us a bit like the Google Analytics of telecoms. Full Insight.

Features available on the numbers as:

- Mid Call Divert (Divert calls via Mobiles)
- Pre Connection Greeting (Welcome to ....)
- Whisper Announcement (Before speaking to caller know which ad they are responding to)
- Display Number (See which number is being called)
- Voicemail (For our of hours or when busy in hours, call recording emailed)
- Our of Hours Routing (Set up routing for different times of the day/week)
- Queue (Hold callers in a queue, bespoke message while waiting for up/cross selling)
- Missed Call Alert (find out when missing sales calls)
- Disaster Recovery (Pre-set DR, in the event of an emergency calls can be re-routed)
- Data exceptions (Pre-plan bank holidays, etc. which bespoke routing plans)
- Call Recording (Record all inbound calls. Please note there is a per minute charge for this service)

If you would like to find out further information on how we can help you squeeze the most out of your campaign telecoms, get in touch. Even if the telephone numbers aren't with Creative Telecoms we can still work some of our magic.

Please get in touch for further details.

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