



5 Point Guide to Selecting and Using Non- Geographic Numbers



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WHY USE NGN

Benefits

- Using NGN's can increase caller response levels by giving prospects an incentive to call, no call cost for making their enquiry to your company, and go through to the right department first time.
- Enhance and build your corporate image by portraying a professional image/National Presence. This allows your company to lose that 'Local' company feel and gives the impression of National coverage.
- Gain competitive edge over companies by using a 0800 number. Making your number a free call can increase response to advertising and marketing campaigns.
- Earning Revenue on incoming calls can give your profits a boost.
- With NGN's you gain the ability to track the response and success of marketing campaigns using intelligent reporting for return on investment justification. Know where your business comes from.
- NGN's can provide inbuilt disaster recovery, ensuring that customers can always keep in touch. In the event of a disaster striking your business, pre-planning using NGN's will keep you up and running with very little disruption to your customers or your business.
- Encourage inbound caller interaction by charging local rate cost, no matter where they are calling you from in the country
- Create a professional after sales image, by giving your clients a dedicated number for them to call you on.
- Maintain customer loyalty by making communication easier, why should your existing customers pay to speak to you? Dedicate an NGN to your sales or service lines to provide immediate response to callers.

WHO USES NGN

All sorts of companies use Non-Geographic numbers, from Insurance and Finance companies to Travel Agents and High Street Stores, but the general type of company using the Non-Geographic Numbers are organisations which have help lines, sales order lines or service lines, and are those that are looking to improve overall business performance.

Non-Geographic Numbers can help improve your business in a number of ways:-

- Any business that has a client base that has a sales or service division can improve customer service with the utilisation of NGNs by directing clients through to the right people first time.
- If your company does any advertising in Local or National Press, Radio Advertising, Email or Mail Marketing or has a Website, NGN's will improve response and track where your business comes from.
- Non-Geographic Numbers were at one time the domain of very large organisations, but now the opportunity to improve service to your customers, whilst at the same time improving your bottom line profits, is available to any business large or small.

DIFFERENT TYPES OF NON-GEOGRAPHIC NUMBERS

0800 Numbers

Uses for 0800's include:

- Sales and Marketing campaigns
- Donation and helplines
- Dial up access to the company network

By using an 0800 number it can assist your business to increase response rates to advertising and marketing campaigns. Given that the call is free, prospects are more likely to contact you. By using 0800's for help or service lines you are offering a real 'value add' to your clients.

0844 Numbers

Uses for 0844's include:

- 24-Hour help lines
- Ticket Booking and information
- Guaranteed demand services

With OFCOM announcing the planned end of "0870 Revenue Sharing", 0844 numbers are a viable alternative for customers with large call volumes who would like to continue to generate call revenue. The tariff is fixed at a rate up to 5 pence per minute by the network operator and generates revenue on inbound calls. Choosing 0844 instead of 0845 can significantly enhance your telecoms revenue, particularly if you receive traffic during evenings or weekends.

0845 Numbers

Uses for 0845's include:

- Telephone Ordering Lines
- Customer Support and Helplines
- Emergency maintenance Lines

DIFFERENT TYPES OF NON- GEOGRAPHIC NUMBERS

0845 Numbers Continued

Allow customers to keep in touch by using a 0845 number to subsidise the call cost. The incoming caller pays the cost of a local rate call regardless of location and you simply share the call cost with the caller (3.4ppm)

0845's are becoming increasingly popular and are seen as a more customer friendly NGN solution. They are an ideal solution for customer service or a helpline environment. You can create for your company a professional after sales image that will help generate long-term customer loyalty.

Disaster Recovery

In the event of a disaster happening at your company, how would you continue to do business with your clients? Every day problems such as a gas leak or burst pipe can make your premises uninhabitable for your staff, it does not have to be anything as drastic as fire or bomb threat that we all associate with 'disasters'.

With NGN's you can:-

- Quickly and efficiently route calls through to an alternative destination, be that another site belonging to your business or even a home office.
- Change the destination of incoming calls quickly via remote access, allowing you to be responsive in your own decision-making. Flexibility is the key that will keep your business up and running within minutes, not days.
- Networked disaster recovery can reroute all standard telephone numbers in addition to Non-Geographic Numbers.

HOW TO OBTAIN NGN

There are a number of suppliers of Non-Geographic numbers. Actimax recommend a number of providers that are able to offer easy to use web interfaces which will enable you to manage your system and have a complete range of Non-Geographic numbers to help you improve your business.

Actimax, with our own in-house network specialists, would be pleased to give you help and advice regarding NGN's and how to use them effectively in your business.

If you need your questions answered, or need any additional information or details, please complete the attached request for information form and we will be pleased to contact you.

NON-GEOGRAPHIC NUMBERS REQUEST FOR INFORMATION FORM

Name: _____

Company Name: _____

Email: _____

Telephone Number: _____

Once completed
Fax this page back on **01268 243999**

WHAT ELSE SHOULD I KNOW?

Normally Non-Geographic Numbers will give you more customers telephoning the company. This can then be interpreted using call-logging software to enable your organisation to see the effectiveness of your advertising or service campaign. Call logging software is quite useful for this and is quite inexpensive to put onto most telephone systems.

Don't have the time to run Call Logging reports? Consider the option of a low cost outsourced Managed Service, with the reports you need to run your business efficiently, delivered to your desk by email each month.

NGN's will help you to increase your business potential, and with effective Call Management can be a very powerful addition to your business setup

For further information on Call Management visit our website at www.actimax.co.uk/callmanagement.asp

ABOUT ACTIMAX

Actimax, established in 1997 has a firm track record of proven results and satisfied customers in the telecommunications market. Our core business is the supply, installation and maintenance of communications systems, and our strength is in the technical background of our team of 38 employees.

With a management team that have worked together for a combined total of over 75 years, we are a hard working company that knows where it is heading. The experience of John Massey Managing Director who's background in the communications industry goes back over 30 years is invaluable in the company being one step ahead of the competition. Actimax invests over 50k per annum on training it's team, including technical engineering courses, management courses, sales and marketing seminars and we also recently offered Learn Direct courses to the whole company, which saw a good up take. The company ethos is to keep our team, happy, motivated and interested, that way they are more likely to stay with us. This has proved to be a benefit with 60% of our team having been with us for over 3 years,

We provide communications hardware from five leading manufacturers along with a whole portfolio of supporting products. We have gained superior accreditation with all of the suppliers we work with, along with awards for Customer Care and Service (2004 and 2005) , Comms Channel Reseller of the Year 2005, Essex Business of the Year 2005 and Business to Business winner 2005.

Our target market are companies, either single or multisites with over 20 employees, and with no upper limit. Our market sector is any company looking to improve their process and procedures along with increase in sales, cutting costs and improving service, and we have been especially successful in Government, Financial, Travel and the Motor Trade.

For More Information on Actimax and the services we offer please contact us:

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Helping Your Business To Communicate