



5 Point Guide to Selecting & 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 NGN

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

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.

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 visit our website at www.actimax.co.uk.

ABOUT ACTIMAX

We are a National supplier of IT and Telecoms Infrastructure. We aim to help improve our clients business processes by implementing change, which improves service levels and efficiency while reducing cost.

How we do it

Our strategy for providing solutions for our customers is split into two components. The first of these is infrastructure and we provide Mitel and Alcatel telephony solutions together with Alcatel Data Switches, WiFi Solutions and Cisco routers, to provide a complete infrastructure for our clients.

This infrastructure is then connected to the network by a variety of methods including, ISDN, SIP Trunks and Wide Area Network connections. We also provide as part of our infrastructure offering, Call Recording and Mobile Telephony.

Actimax are able to provide an end-to-end offering for any customer infrastructure requirements.

The second component of our product solution is providing elements of the solution, which we would regard as value added services. These would include Collaboration and Unified Communications, Video Conferencing and Managed Services such as Least Cost Routing, Maintenance, Fraud Detection and various hosted services to provide the customer with value added services to enable them to manage their business on an ongoing business.

Our History

Actimax have won a large number of awards for technical innovation. In 2009 we were awarded the contract for Salvation Army to deploy a voice infrastructure for their business. This followed successes in 2008 with being awarded the contract to be the supplier for the telephone system for the Wimbledon Championships and five Royal Palaces in 2006, including Hampton Court, Tower of London and Kensington Palace.

We have a large number of high profile customers including The Church of England, The Delfont Mackintosh Theatre chain, The National Union of Teachers and The Restaurant Group.

We are Mitel Premier Resellers and direct Alcatel Voice and Data Partners.

We aim to achieve excellence in the solutions we provide and also in our technical accreditations and customer support. We believe this is paramount in looking after our customers.

We have very high staff retention, with around two thirds of our staff having been with the business for more than 5 of our 12 years.