

# Custom 800 Solutions

1.

**Custom 800 Numbers:** These powerful consumer response tools come with benefits that cannot be ignored.

- **More Calls:** Custom 800 numbers like 1-800-NEW-CARS (*also known as vanity numbers*) are proven through research to generate 30-60% more response when featured in any type of advertising. They are easier to remember than numeric toll-frees, with calls coming in months after a campaign has ended.
- **More Sales:** Unforgettable response tools convert more leads.
- **More Profits:** Custom 800 Numbers with online tracking reports highlight which campaigns are producing the most leads and giving businesses the biggest bang for their advertising dollars.

2.

**Call Tracking:** Tracking reports capture everything from a caller names, addresses and demographics, to key data that reveal which advertising efforts are most successful in generating sales. Call Tracking reports present businesses with precise call data that helps fine-tune advertising campaigns and provides a monitoring tool to track how effectively advertising dollars are being spent. Call Tracking reports empower businesses to:

- Build a database of sales leads
- Monitor advertising campaigns and trends
- Access demographic info on callers
- Analyze ad campaign results

Reports slice and dice call data for analysis and include, but are not limited to:

- *Addresses & Demographics*
- *Call Detail*
- *Unique & Repeat Caller Detail*
- *Missed Calls*
- *Hourly & Daily Call Summary*
- *Top Ring-to Numbers*
- *Top Cities*
- *Media & Campaign Summaries*
- *Top Area Codes & Exchanges*

3.

**Call Monitoring & Recording:** Monitoring tools improve close rates and customer service. These two powerful tools empower businesses to capture customer interactions and recover lost leads.

**Call Recording:** Businesses can listen to calls for insightful information to refine sales pitches and identify fresh techniques to increase close rates. Call Recording helps businesses:

- Enhance sales training techniques and improve sales-closing skills.
- Improve customer service training procedures and satisfaction protocols.
- Increase efficiency of business operations and verify caller information for a quality lead database.

**Missed Call Monitor:** Automatic emails notification is sent as missed calls occur, giving businesses the ability to immediately turn those leads over to sales before they become too difficult to reach. Missed Call Monitor provides the tools to:

- Follow up with lost prospects within minutes.
- Monitor hang ups, ringing “off the hook” without an answer, busy signals, and even short calls.
- Alert multiple contacts for full lead coverage.