



# Frequently Asked Questions

## How does 800response work?

800response makes use of advanced telecommunications routing capabilities and a sophisticated billing platform to route and bill calls based on the location of the party dialing the number. Our Custom 800 service allows multiple businesses across the country to share a valuable Custom 800 number, each enjoying the exclusive use of the number in its selected territory.

## What services does 800response provide?

800response is the premier provider of shared Custom 800 numbers. With the Custom 800 number you choose, we also provide real-time call detail tracking and Addresses & Demographics. Additional specialized services include Call Recording, Call Routing, Missed Call Monitor, and Web links with matching names to your Custom 800 number.

## What is a shared Custom 800 number?

This innovative concept allows a toll-free number like 1-800-NEW-VISION to be used by different optometrists in their respective advertising markets, with calls routed to the correct subscriber based on the location of the person dialing the number. When you activate a shared Custom 800 number, you choose the area codes that pertain to your markets. Once the account is activated you are the only one within those designated area codes who is using that Custom 800 number.

## What is Call Tracking?

800responses' real-time Call Tracking reports present you with a wealth of precise information on incoming calls to your toll-free number. Easily accessible online, the reports are updated in real-time so that your call data is always current. Call Tracking helps you discover:

- Who your customers are and where they are calling from; top cities and area codes.
- Caller Addresses & Demographics.
- Missed calls with Missed Call Monitor Alerts - recapture lost leads in real-time.
- Peak days and times for incoming call traffic which helps you schedule your sales force effectively.
- Media effectiveness and your return on advertising investment by calculating cost per lead.

## What is Call Routing?

800response provides various advanced routing tools to direct your incoming calls to different store locations in any manner you choose. No matter how complex or demanding your business, 800response is ready to meet your needs with a variety of sophisticated Custom Call Routing tools. Call Routing capabilities include:

- Closest Location Routing
- Call Prompt Routing
- Call Percentage Routing (for businesses with multiple locations)
- Zip Code Routing
- Exchange Routing

## What is Call Recording?

When you order Call Recording, with just the click of a mouse, you can use 800response's Web-enabled Call Recording feature to listen to recordings of incoming calls. This powerful tool allows you to record and archive calls on the Web for playback at your desk through an easy-to-use online interface. Use the Call Recording feature to enhance sales training, improve customer service, increase efficiency, and confirm information following a call.

### Why use a Custom 800 toll-free number?

The most compelling reasons to use Custom 800 numbers are simple:

- They increase response and work to build lasting awareness. It's a fact - Companies that incorporate a Custom 800 number in their campaigns see an average increase in response of 30-60%.
- Words are much easier to remember than numbers
- An unforgettable Custom 800 number saves consumers the trouble of looking that number up in the phone book (and from possibly calling a competitor instead!)

### Why is an 800 toll-free number more effective than an 888, 866, 877 toll-free number?

800 numbers are the "Crown Jewels" of toll-free - they are unique. The phrase "toll-free" and the 800 exchange are synonymous in the minds of consumers. While the newer 888, 877 and 866 exchanges are likely to be confused with area codes, 800 says "call free" to consumers.

### Are there still Custom 800 numbers available for businesses to use?

Yes! 800response is the premier provider of shared Custom 800 numbers. By enabling different companies and business owners to share the very best 800 numbers available today, we have increased the availability of previously impossible-to-obtain Custom 800 numbers. We have an extensive inventory of Custom 800 numbers to choose from, and they range from all types of business categories, including; automotive, home building, finance, dentistry, you name it!

### How are Custom 800 phone numbers used in advertising?

Studies show that:

- Advertisers can expect up to **84% improvement in consumer recall using a vanity 800 number** in outdoor and print advertising vs. a numeric toll-free number.
- Consumers are **9 times more likely to recall vanity 800 numbers in broadcast ads** vs. numeric toll-free numbers.
- **58% of consumers prefer to dial a vanity 800 number vs. a local or numeric toll-free phone number** to reach a local business.
- **94% of consumers identify 800 as toll-free** vs. 70%, 56% & 55% recognizing 888, 877, & 866, respectively.
- **82% of phone numbers in TV ads are toll-free.**
- **74% of toll-free numbers in TV ads begin with the original 800 toll-free prefix.**
- **64% of toll-free numbers used in TV advertising are vanity toll-free phone numbers.**
- Radio ads with a **vanity 800 number yield 58% more calls than radio ads with a numeric toll-free.**
- Almost **60% of study subjects recall a vanity 800 number after hearing it only once.**

### Should I incorporate my new Custom 800 number into all of my advertising within my market area?

Yes. Custom 800 numbers help you further brand your business, and they have been proven to increase ad response rates. Our Call Tracking Reports service is included with Custom 800 number activation and are updated in real-time. This online service monitors call volume generated through the Custom 800 number featured in your ads and gives you the ability to determine effectiveness of your campaigns.

### What are repeaters?

Repeaters are numeric toll-free numbers like 1-800-233-2323. These numbers are available from 800response when you activate a Custom 800 number. We recommend that numeric toll-free numbers are used in print and online ads. These forms of media have a longer life than broadcast so it is not as critical to have an unforgettable 800 number.

### **Why should I use repeater numbers in my advertising?**

Repeaters give you the ability to track the comparative success of different advertising media. We recommend using a different repeater in each version of your print media. Doing this allows you to track each specific advertisement in a campaign and determine how effective a newspaper ad may be, versus a door stuffer or magazine ad, for example.

### **Do people still call customer service rather than going to company Web sites for information?**

Despite new technology, 86% of customers still use the phone, according to a survey of nearly 500 service managers by Customer Service Advantage. And a study by the Help Desk Institute found 65% of customer requests are received by phone.

### **What if I have two or three locations in a single market?**

Our Call Routing options will take care of your needs, no matter how sophisticated they may be. You can choose to have the calls ring to the location closest to the caller or have all calls ring to a single location, or prompt callers with a message that lets them select a location.

### **Why would I want to pay for a call from someone calling me locally when they could just dial my local number?**

There are several reasons to use a Custom 800 number in your advertising efforts:

- Using a Custom 800 number in all of your advertising helps increase brand awareness in your market area, and puts you ahead of the competition in the mind of your customers.
- You may also be missing calls and therefore sales opportunities.
- A Custom 800 number increases a person's ability to remember your phone number for when they need to contact you in the future.
- Studies have shown that a Custom phone number is 14 times easier for consumers to remember than a numeric phone number.

### **How can I find a Custom 800 number for my business?**

You can search for the best Custom 800 numbers in our extensive online directory of numbers, which is broken down into industry categories to make it easy to find the perfect number for your business. Search by business category, keyword or by a specific number. Our experienced Sales Managers will counsel you on the best number for your business, and can answer any questions you may have about our Custom 800 numbers and the services we provide.

### **Can I get a detailed report of who is calling my Custom 800 number?**

800response's Custom 800 service comes complete with detailed call reporting which offers a wealth of precise information on incoming calls to toll-free numbers. Easily accessible online, these reports are constantly updated in real-time. Call data is always current, enabling you to analyze the results of a campaign and tailor follow-up efforts to increase advertising effectiveness. For more information on Call Tracking, preview our Interactive Online Tracking Reports.

### **How long does it take for an 800 number to be activated once I have chosen it?**

Once you have placed the orders with one of our Account Managers your Custom 800 number will be ready for taking calls within five business days. For a fee, activation can be expedited.

### **What is the length of the contractual commitment when I order Custom 800 service from 800response?**

800response does not require any commitments or cancellation fees.

*For more information on all of the services provided by 800response, or to speak with an Account Manager about finding a Custom 800 number for your business, please contact us via email at [800sales@800response.com](mailto:800sales@800response.com) or call 1-800-NEW-SALES.*