



800response Glossary of Terms

Advertising Cost per Lead: The cost to an advertiser to generate a lead from their ad placement; the value is calculated by analyzing the price paid for a campaign divided by the number of responses generated by the campaign.

$$\frac{\text{Ad Campaign Cost}}{\text{Number of Leads Generated}} = \text{Cost per Lead} \quad \text{Example: } \frac{\$5,000}{225 \text{ Call-ins}} = \$22.22 \text{ Cost per Lead}$$

Advertising Response Rates: The measured impact generated by an advertising campaign based on incoming calls, sales, web site visits, completed contact forms, and store visits; the value is calculated by analyzing the number of responses to a campaign divided by the number of prospects that are targeted by a campaign.

$$\frac{\text{Number of Campaign Responses}}{\text{Number of Households Targeted}} = \text{Ad Response Rate} \quad \text{Example: } \frac{250 \text{ Call-ins}}{2,500 \text{ Households Targeted with Mailing}} = 10\% \text{ Response Rate}$$

Area Code Routing: Routing of a toll-free number with multiple termination points within a geographic service area based on the caller's area code.

Area Code: Three-digit codes assigned to each area of North America for long distance call routing; otherwise known as Numbering Plan Area (NPA). Area codes do not cross state boundaries, although there is often more than one designated to a state.

Call Analytics: The monitoring and measurement of incoming phone calls to assist businesses with learning more about where their callers come from and how they interact with a business.

Call Center: A functional area within an organization or an outsourced facility that exists solely to answer inbound or place outbound telephone calls; usually a sophisticated voice operations center that provides a full range of high-volume, inbound or outbound call-handling services; a company phone center that handles such services as help desk, customer support, lead generation, emergency response, telephone answering service, inbound response and outbound telemarketing.

Call Percentage Allocator: A form of enhanced routing that allows a specific percentage of incoming calls to be assigned across a set of unique locations or different ring-to numbers.

Call Prompt Routing: A form of enhanced routing where an automated voice recording directs incoming callers through a menu of options, including the specific location they wish to reach (e.g., "Press 1 for..."). Once the caller chooses an option calls are routed to the location assigned to that selection.

Call Recording: An application that records calls for future playback and provides methods for storing, organizing and accessing recordings; commonly used in contact centers to monitor quality control.

Call Routing: The process of directing and connecting phone calls from the calling party to specified locations using IVR (Interactive Voice Response) programming.

Call Tracking: Web-based technology that tracks incoming phone calls on a toll-free number and presents subscribers with precise information such as:

- Day, date, and time an incoming call was received.
- Phone number a caller dialed.
- Originating phone number of the calling party.
- Address, City and State of the calling party.
- Demographic profile of the calling party, including average neighborhood home value and average neighborhood household income.

Caller Addresses & Demographics: Personal data associated with individuals who call a business' toll-free number. Data includes:

- Caller names, phone numbers and addresses.
- Average neighborhood home value.
- Average neighborhood household income.

Closest Location Routing: A form of enhanced call routing where incoming calls are automatically routed to a business location that is closest to the caller by reading the caller's area code and exchange; all routing takes place "behind the scenes" and is seamless to the caller.

Custom 800® Numbers: Trademarked product name for unforgettable toll-free vanity 800 numbers available for shared-use lease exclusively through 800response.

Direct Response Advertising: Advertising through mainstream media that encourages direct action from the audience, for example, phone calls, requests for more information, requests for a sales visit, or orders for products/services.

DMA (Designated Market Area): A unique geographic area or media market defined by Nielsen Media Research that is used to identify TV stations that best reach an area and attract the most viewers; a DMA consists of all counties whose largest viewing share is given to stations of that same market area; there are 210 DMAs covering the contiguous United States.

Enhanced Closest Location Routing: A form of enhanced call routing where the caller's area code and exchange are identified and an automated menu presents up to four store locations within a 25-mile radius to the caller.

Exchange: The first three digits in a telephone number after the three-digit area code (e.g., 802-383-0803, "383" = exchange).

Exchange Routing: A form of enhanced call routing where incoming calls are routed to a specific location according to their area code and exchange; businesses can control the market area and lead distribution by assigning exchanges to specific locations.

IVR: An Interactive Voice Response system that provides a set of menu options that a caller selects with the telephone keypad for more information; IVR systems are commonly used by businesses to direct callers to the appropriate department or location.

Lead Generation: The creation of prospective consumer interest or inquiry into a business' products or services; effective lead generation is associated with marketing activities such as advertising, trade shows, and email marketing that are expected to generate opportunities for a company's sales force.

Missed Call Monitor: A phone call monitoring tool that proactively distributes alerts by email after an incoming call rings busy, rings with no answer at the called location, or when a caller hangs up before the called location can answer the phone.

Mnemonic Phone Number: A phone number in the form of words or letters that assists the memory; a phone number that transposes into letters and words on the telephone keypad (e.g., 1-800-NEW-RIDE ~ 1-800-639-7433).

Recording Disclaimer: Message played when a call is transferred to a ring-to number that includes call recording; e.g., *"This call may be recorded for quality assurance purposes."* Custom recording disclaimers are used when businesses provide their own message in lieu of the standard recording disclaimer, for example, when businesses prefer to use a specific voice or language.

Repeater Numbers: Toll-free numbers like 1-800-233-2323; non-vanity, easy-to-remember numeric toll-free numbers that are available for shared-use lease exclusively through 800response.

Responsible Organization (Resp Org): The carrier entity that has responsibility for the management of toll-free numbers in the Service Management System (SMS) including maintaining customer records in the SMS system; the entity which accesses the SMS to: a) search for and reserve toll-free numbers; b) create and maintain toll-free number customer records, including call processing records; and c) provide a single point of contact for trouble reporting; the SMS recognizes one Resp Org for each existing toll-free number.

ROAI (Return on Advertising Investment): The percentage of profit that results from a marketing or advertising campaign.

Shared Use Number: A toll-free number that terminates to more than one end user based upon some unique identification capabilities (i.e., originating area code).

Toll-free Number: A phone number that when dialed does not incur charges to the person dialing the number, but rather to the business or person that is being called.

Toll-free Prefix: The area code digits for a toll-free number; (i.e., 800, 866, 877, and 888).

Vanity 800 Number: Mnemonic toll-free 800 phone numbers that transpose into words on the telephone keypad (e.g., 1-800-NEW-RIDE ~ 1-800-639-7433).

Vanity 800 Number Directory: A search tool available through 800response to identify available toll-free vanity 800 numbers in a geographic market based on area code.

Zip Code Routing: Incoming callers are presented with a voice prompt asking them to enter a zip code. Once the caller enters the zip code, they are routed to the assigned location.