

Your guide to non-geographic numbers

How to make the most of your 0800, 0845, 0870, 0871, 070 and 090 numbers



non-geographic numbers

Thank you for choosing a Totem access number. As the UK's leading provider of inbound telephone services our primary aim is to ensure that your business gets 100 per cent satisfaction from your inbound call traffic. We have therefore designed this guide to help you make the most of your access numbers

Your questions answered ...

Your access numbers will:

- > Help you increase sales
- > Help control responses
- > Control where and when your calls are received
- > Improve customer retention
- > Provide an opportunity to show certain customers they are special
- > Make it easier for your customers to contact you

Helpful hints ...

Are people aware of your numbers?

- > Using 0800, 0845, 0870, 0871, 070 and 090 numbers can significantly increase response levels
- > Use your numbers on all sales literature, promotions, advertisements, web sites and anywhere else your company name or logo appears
- > Make sure the number is clear and easy to read

Are you available?

- > Advertise your opening hours next to the number
- > Plan your staffing levels and ensure you have adequate cover to handle responses
- > Check your Totem itemised bill to see when you are receiving the most calls

Are the right people answering?

- > Set up separate numbers for different purposes
- > For example: a prospect enquiry line, an after-sales care line, a special campaign response number and a repeat order line

Do callers know the call is free?

- > Remind people that calls to 0800 numbers are free, for example: "call free on 0800 123 1234"

How to encourage callers?

- > Why not offer incentives for people to call you as soon as they see your number?
- > For example: free products, extra benefits and invitations to events to the first 100 callers will encourage customers to call

Are you getting the response you expected?

- > Look at your itemised Totem bill to help you monitor the effectiveness of your activity

Where are your calls coming from?

- > Use the billing information to build up a picture of your customer base – where are you successful/ unsuccessful?
- > The itemised bill will tell you where your customers are based and which new areas could be targeted

Could you be more successful?

- > Ask your customers how they heard about you and where they saw your number
- > Analyse this information to help you plan more successful marketing campaigns



Where to advertise your number

You could consider the following:

- > Television
- > Local Press
- > Local Radio
- > Billboards
- > Internet
- > On the product
- > Business Directories
- > Company vehicles
- > Company uniforms
- > Appointment cards
- > Invoices and stationery
- > Merchandise
- > Store fronts and fascias
- > Events
- > Christmas cards
- > Calendars

Managing your access numbers

Are you keeping track of your numbers?

A simple spreadsheet will help you maintain a record of which numbers you are using. You could consider including details such as:

- > The access number and the target number used
- > The campaign start and end dates
- > Where the numbers are being advertised
- > How long you expect the literature featuring the numbers to be in circulation
- > The response generated
- > When the numbers will be free for future use

How to use your access numbers to plan ahead

- > Keep details of the responses to your access numbers
- > Use this information to cross sell new products and to identify market trends
- > Plan staffing levels to meet the expected demand
- > If you are moving premises and have an access number, there is no need to reprint literature, simply ask us to change your target number
- > Keep promoting your numbers to prospective and existing customers
- > Order further numbers from Totem to track each campaign separately and ensure the right team is handling your callers

Do you need to change your target number?

If you move premises or merge your phone system you may wish to change your target number.

To do this, simply send us your details including:

- > Customer name
- > Address
- > Customer account number
- > Your access number
- > Original target number
- > New target number
- > Start date of new target number

For more information on how we can help you, please visit us at:
www.totemcomms.com

Or call our customer services line on:
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