

Non-geographic numbers Our non-geographic numbers solutions allow your customers to contact you easily and economically, maximising each call to the benefit of your business



non-geographic numbers

You want to maximise the effectiveness of your advertising and marketing campaigns but don't want to be tied to one geographic number, which may change over time as your business expands or you change location.

We currently offer six core non-geographic numbers solutions designed to maximise each inbound call you receive:

0800/0808 Freephone

0845 Local Rate

0870 National Rate

0871 Special Rate

070 Personal

090 Premium Rate

We will work with you as an integral part of your team to design and implement the best non-geographic numbers solution for your business.

Non-geographic numbers solutions and benefits in detail:

0800/0808 Freephone

Freephone numbers are widely recognised as one of the most powerful marketing tools available, with research suggesting advertising responses increase by between 50 and 300 per cent when a Freephone number is used.

Your business benefits as Freephone numbers are a proven way of increasing business and developing customer loyalty. They are also a powerful tool for attracting new business as customers are not charged for the call.

0845 Local Rate

Using a local rate number makes you part of the local community with customers assuming you are responding to them from their locality.

Your business benefits as a local rate is charged irrespective of where in the UK the customer is calling from, thus engendering strong customer loyalty. An added bonus is the implication of a strong local presence, your business is not merely a faceless national organisation.

0870 National Rate

These numbers give your business a 'national presence' and are especially useful if your customer base would normally ring a national number. 0870 numbers are of benefit to your business as they are billed to the caller at a national rate and can generate a useful revenue stream.

0871 Special Rate

These numbers are used in the main for generating income for your business from inbound calls, or subsidising the cost to divert calls to mobile phones, with the caller paying 10 pence per minute from any location in the UK.

070 Personal

070 numbers allow you to choose where your incoming calls are answered – this includes mobile or international destinations. The number is assigned solely to you for life, allowing you inbound call continuity even if your landline and mobile numbers change. This can be of particular benefit for Sole Traders and individual business people.



090 Premium Rate

These numbers are often used by service/content and information lines and can generate revenue for your business, with the caller paying from 5 pence per minute to 150 pence per minute.

Please note: Before you select a number from our range, we strongly recommend that you conduct some basic research into the type of numbers used by your competitors. Remember, you will be using this number to attract custom, it is strongly worth considering that if the competition is using 0800 numbers, you do the same.

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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