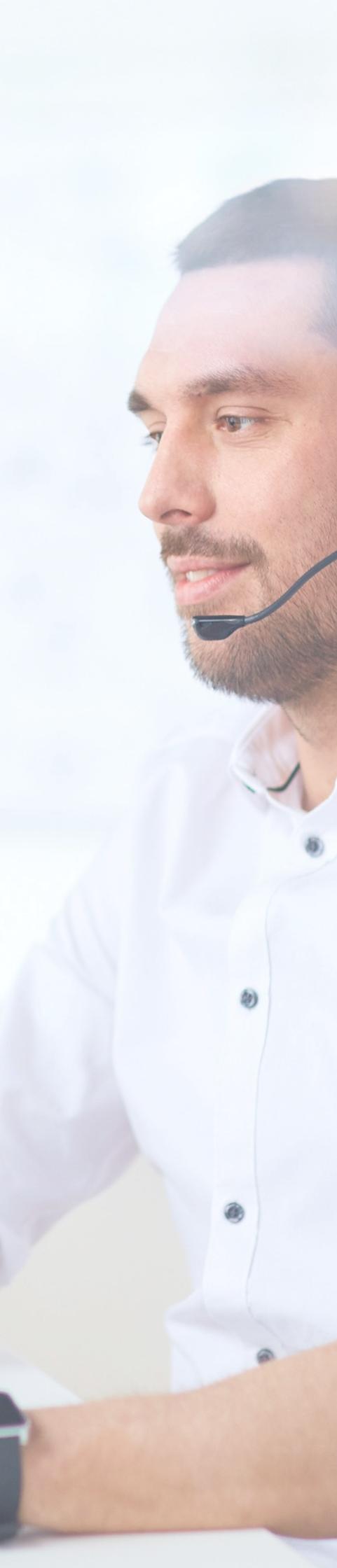


# Introduction to **Inbound Call Management 2018**



## Introduction.

Despite the growth of email and online communications, the telephone is still by far the most frequently used channel of communication today. The immediacy and intimacy of a one-to-one phone call is often the most effective way of fostering a strong, two-way relationship with the people who buy your products and services.

Inbound call management involves much more than a receptionist at the end of a phone line. How you handle incoming queries has a significant effect on your reputation and can be the difference between a loyal customer and a former one.

Depending on where your customers are located, how many calls you receive and how you channel queries within your business, an inbound strategy is vital to streamline operations and free up resources.

The right approach to inbound telephony, therefore, has the power to aid in business development, improve customer service and even generate revenue. From making the most of your phone number to leveraging SMS capabilities, this guide gives an overview of how you can add value and enhance the customer experience.

The first step to an effective inbound strategy is determining what phone number will bring the most benefit to your business. For the vast majority of businesses, the answer lies in non-geographic numbers (NGNs). As the name suggests, NGNs do not correspond to a specific geographic area – they emphasise an organisation's national reach and bring significant benefits over their traditional geographic counterparts.

Indeed, research has shown that up to 65% of people consider a Freephone number to be an incentive to call – in fact, responses to advertisements have been known to increase by between 50% and 300% when a Freephone number is used. Businesses can also take advantage of a range of revenue-generating NGNs such as 0844 or 0871. Government and not-for-profit organisations also have access to 0300 numbers that are cheaper to dial from mobiles.

**Increase your  
inbound enquiries  
by up to 300%**



65% of people consider a Freephone number to be an incentive



## How the right inbound strategy can benefit your business

Without an Inbound call management platform, it's easy for a business to be cut off from its customers. Call management is a game changer. It allows businesses to never miss a call again; all while easily meeting compliance regulations and guaranteeing business continuity in the event of a disaster. Here are a few more benefits:

- ✓ **Advanced call analytics and reporting** – Gain access to advanced call statistics, which show call handling efficiencies such as productivity, call patterns and caller behaviour. These analytics enable more informed business decisions. Find out how long it takes to answer calls, customer waiting times, call outcomes and more. Additionally, reports can be scheduled to measure trends while call recording can be used for compliance, customer service or audit purposes.
- ✓ **Access real-time data** – Improve your call management control and make changes using real-time information.
- ✓ **Disaster Recovery** – Ensure business continuity and prepare for disruptions or outages by setting up a backup line/number. Instantly direct calls to another location with any number, with any device, for maximum operational flexibility.
- ✓ **Attract interest** – Whether you are a charity or business, statistics prove that NGNs inspire confidence, with individuals more willing to dial certain prefixes.
- ✓ **Never leave customers stranded** – Using call recording, queuing and report functions, NGNs help you route incoming calls in the most appropriate way so that customers aren't left hanging, confused or de-motivated after making the effort to call.
- ✓ **Enhance and track marketing** – From the geographic analysis of where inbound calls originate to specific adverts that play while customers queue, NGNs supply essential marketing data and services.
- ✓ **Maximise revenue** – How much is each inbound call worth to you? Certain NGNs are revenue generating and may generate thousands of pounds in value each year. The alternative is to offer customers a Freephone number, which can increase inbound enquiries by up to 300%. It's important to identify which route is the most cost-effective for your business.
- ✓ **Reduce your costs** – Cloud-based technology allows you to manage peak periods efficiently, giving you the ability to handle as many calls as necessary without the need for expensive overheads or infrastructure.

Call 0800 988 2020 to find out more about how babble can help your company retain clients and deliver a higher level of customer service.



## About babble

At babble, we bring businesses and communications technology together in unexpected ways – to make them more accessible, more responsive and more effective.

We work primarily with large and mid-sized UK enterprises and are a recognised leaders in the deployment of UCaaS and CCaaS solutions.

What makes us different is that we are not just fanatical about the technology we work with, but also the endless possibilities that these solutions creates for our customers.

This is why we start by making sure we get under the skin of your business issues and ambitions, as well as your employees' and customers' expectations. By doing this we can bring the technology and the business possibilities together and offer you a choice of uniquely joined-up communications solutions that achieve exactly what you need...in ways you probably never imagined.

And that's how we make you business brilliant.

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