



# Skyrocket your marketing efforts using VoIP

# What is VoIP?

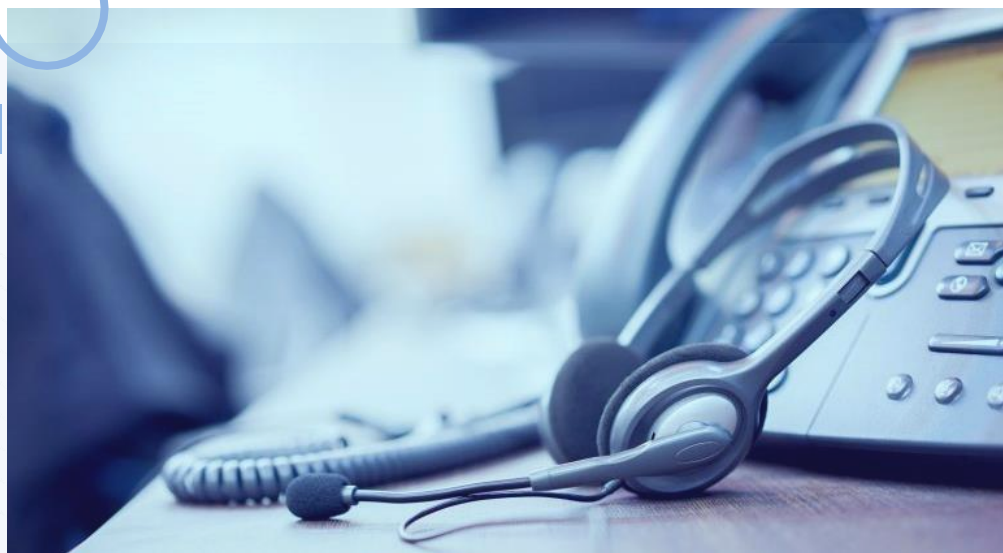
No matter how big or small your company is, the right Communications solution can take your business communications to the next level, helping to improve collaboration, boost productivity, increase mobility and enhance the customer experience you provide.

VoIP provides all the benefits above, and you'll be best placed to use VoIP to your company's advantage once you've finished this eBook.

## So, what is VoIP and how does it work?

VoIP is short for Voice over Internet Protocol. With VoIP, analogue voice calls are converted into packets of data. These packets travel in the same way that your emails do, and can be transmitted over the public internet and/or over a private IP network.

This means you can save costs by having one network, instead of two.



# Branding

Branding extends far beyond your 'name' or logo. Your branding represents your market identity, inclusive of the kind of quality you provide, your reputation, culture, customer perception and first impression, trustworthiness and more.

In sum, it's the sub-total of all the 'experiences' your customers have with your organisation, starting with picking up the phone.

## How VoIP can be used to build positive brand associations:

1. With VoIP, you have complete flexibility with the numbers you want to use and display, regardless of where you're located. This means VoIP can expand your business reach and give the impression of a larger business entity, ideal if you're losing quotes due to a perceived lack of scope, despite knowing you can do the job.

On the other end of the spectrum, you could choose local numbers for your 'community-conscious' customers and gain the benefit of appearing in various local directories.

2. At a time where flexibility is paramount, VoIP's Call Forwarding feature allows you to forward calls from your landline to your smartphone. Ensuring absent employees won't equate to missed calls and poor customer service, and you can head to your next business meeting without needing to man the desk.

3. Our VoIP systems provide built-in business continuity so your organisation can carry on making and taking calls, whatever the circumstances. This means unexpected events such as floods, strikes or utility works won't disrupt your business, or your perceived reliability and reputation.



# Customer relationship management

Customer relationship management (CRM) is not limited to your customers and prospects but includes the ability to effectively communicate and satisfy all the relationships your business needs to function. This may include your partners, wholesalers or retailers, depending on the nature of your business. All of which, effect the end-user experience.

## How VoIP features can aid your CRM process:

4. Staying on top of voicemails has never been so easy with **Voicemail to Email**. Voicemails you receive will be sent directly to your inbox, ensuring you can easily keep a communications record.

5. Better yet, **Android/iOS Soft Client** allows you to make and receive calls using the Horizon IP telephone service from your iOS/Android device. This means your customers, colleagues and suppliers will see your office number even if you're working remotely or from different locations where it's not practical to install a handset. This means you can display a consistent and professional image, wherever you are.

6. On a budget? **Auto Attendant** allows you to eliminate the need to hire a full-time receptionist, while offering your customers an easy, fast and effective way to contact the right person or department.

# Promotion

Promotion refers to the activities you're using to inform customers about your products and services, and to encourage potential customers to buy these products or services. As a feature-rich system, VoIP provides another tool for you to utilise.

## How VoIP can be used for your marketing communications:

7. VoIP allows you to create your own 'Music on Hold', providing a solution that can complement your existing promotions, create endless cross-marketing opportunities and offer a proven resolution to reduce the amount of callers hanging up.

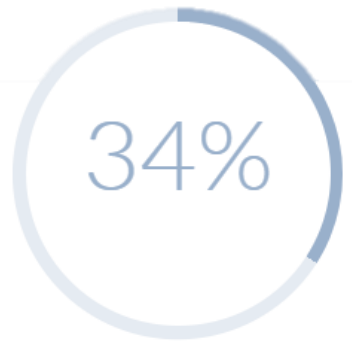
This option allows you to update your message several times a year, so your customers are continually informed of your latest developments and promotions



Of callers are placed on hold.



Of callers will hang up after 40 seconds if confronted with silence.



Of callers who hang up, will not call back.

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