



20/22 Richfield Avenue  
Reading  
RG1 8EQ

Sales Telephone: 08450 178 179  
Fax number: 08450 176 576

## SYNERGY CALL MANAGEMENT SYSTEM

*The Synergy Call Management System is founded on the idea that a result can be greater than the sum of its parts – in our case, by combining the right telephony technology in a new, creative and effective way. Smart Numbers uses this concept to help businesses prepare, handle and review their calls like never before.*

### The Most Important Features...

Route calls by **Time Of Day**. Calls can be connected to your preferred destinations right down to minute durations within each day i.e. call the office in business hours, to home/mobile evenings and weekends. Any landline or mobile phone across the world can be included as destinations for the calls. Every solution is built to a specific and bespoke brief and can be changed.

**Divert on Busy/No answer hunt group** services within each individual routing segment can be set up, including Voicemail / Missed Call Management functionality (included as part of the price) and 24/7 LIVE CALL ANSWERING too (additional charges apply and vary by package).

**Call Announcement / Whispering** ensures whichever destination finally answers the call, they are prepared to answer in the most effective way possible, following a strategically relevant whisper.

Full **Call Recording** functionality is welcomed within this service to ensure that quality of call handling is maintained, lead quality can be assessed & you can identify / reward role model behaviors within your team. Calls can be retrieved in a variety of ways to suit your needs.

**Call Stats and Campaign Management** tools are provided which power real time data on the performance of your advertising. Fast and easy to use, every number can be named and also allocated into groups to track response activity across multiple parameters such as offices, regions, media type and so on. We include valuable data, such as missed/engaged calls, call traffic by day of the week and hourly segments of the day. Caller locations, answering destinations and much more are also recorded.

Our **Return-on-Investment calculator** provides the cost of every lead from every advert and the amount of profit / revenue being generated from every call that you receive. Ask for a demo!

[www.smart-numbers.net](http://www.smart-numbers.net)

Registered in England No. 5457989.. VAT Reg.887353085

**Ofcom**  
OFFICE OF COMMUNICATIONS  
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08 numbers • Local STD Numbers • 03 Numbers • 24/7 Call Answering • Call Handling Solutions • Yellow Pages Agency



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## **INDIVIDUAL COMPONENT DESCRIPTIONS**

### **Call Announcement / Whisper**

***(When bought individually: £4.95 each)***

A whisper or announcement is made to your ear just before the call is connected - the caller continues to hear the ring-tone as normal.

You can be told if the origin of the call is from a specific advert, directory, magazine or location.

You may be running multiple businesses and need the call identified to ensure you answer appropriately.

People running businesses from home can identify work calls before answering, enabling a professional approach for that all important first impression.

Calls answered after going to mobiles, international or multi destination routing still hear the whisper

### **Voicemail To Email / Missed Call Management**

***(When bought individually: £4.95 each)***

Have calls directed to voicemail in the event of being "Engaged" or after a set period of time so the call doesn't go unanswered. Personalize your message for both in and out of working hours.

Re-record as often as you like without charge. All messages are sent immediately after the caller hangs up as a sound file (.wav) to either your email address or to multiple email addresses – your choice. We can send you text alerts to advise you when messages have been left (no extra charge) enabling you to retrieve important messages in the event you're away from email, just dial in and listen to messages via an access number that's PIN protected.

All missed calls that choose **not** to leave a message are emailed to you on hang-up - the Smart Number dialed, the time and date of the missed call, as well as the **number of the dialer**. Combined, this product means you'll never miss another sales opportunity again.

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**Divert On Busy or No Answer  
(aka: Hunt Group)**

***(When bought individually: £4.95 each)***

If the call is not answered after a certain amount of rings or if the line is busy when called, you can route to another line where it could be professionally answered, ensuring a personal contact with your customers, never missing a sales opportunity.

You can change the order of preferred diverts any time without charge.

Set the ringing timeout options before diverting to the next number in the hunt group.

Transfer to any UK or International landline or mobile.

Finish the unanswered call to our voicemail / missed call management product (for which we make no additional charge).

You can also link in our **24/7 LIVE CALL ANSWERING**, which has various options to suit your needs.

**Call Recording – INBOUND CALLS**

***(When bought individually: £19.95 each)***

Network based, world class technology means your inbound Smart Numbers can record all calls without the need to purchase or install expensive telephony equipment.

You have the choice of an optional pre-connection message stating that "Calls may be recorded for monitoring or training purposes" or a straight connection with no message, where the call is delivered immediately to you without notifying the caller they are being recorded.

Our system instantly records the dialogue, saves it as a sound file (.wav) and delivers it either as a designated email within seconds of the conversation finishing or directly into an online storage facility that you have 24/7 access to.

Call recordings can be sorted for retrieval by the Smart Numbers they came in on, time and date of call, length of call or callers number. Recordings can be played online or downloaded, enabling them to be emailed.

**No additional cost per minute is charged** for recording and messages can be stored for up to 12 months.

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