



## 0800 Freephone Telephone Numbers

This page can be found at: <http://www.callsure07050.co.uk/0800freephone.html>

0800 Freephone Numbers allow calls to be diverted to your Landline or Mobile anywhere in the UK or around the world. The caller pays nothing for the call when calling from a UK Landline, and all the costs to divert the call are borne by the subscriber. 0800 numbers are used when a company wants to encourage customers to call. It has been estimated that the addition of an 0800 number to an advertisement or a website can increase calls by up to 185%....

### More Information about 0800 Freephone Numbers.

Marketing Numbers are a range of telephone numbers available to businesses of all sizes. These numbers provide many benefits to companies including the perception of a larger presence within the UK, enhancing existing customer relationships, increasing new business and also providing revenue.

One of the most widely recognised marketing numbers is the **0800 FREEPHONE Telephone Number**:

**Freephone**, local and national rate numbers are generally used to support marketing activities, promotional campaigns and customer loyalty programmes, as well as for customer service call centres.

### How to get connected

Marketing numbers can be quickly and easily set up without the need for installing equipment. All that's needed from you is a telephone number where all the calls will be routed to (e.g. head office, telesales office, customer services centre etc).

### What is a Freephone number?

- A Freephone number is also referred to as "toll free" and are telephone services where the entire cost of the call is paid for by the called-party, so that the call is free to the caller.

### Why use a Freephone number?

- Companies use **Freephone** numbers as part of wider marketing campaigns, to attract new customers or 'careline' for existing customers who require information or have a problem or complaint.

**First Contact** - Research has shown that consumers are more likely to respond to an advertisement if it contains a **Freephone** number - and that initial contact is widely regarded as the most important step in making a sale.

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**Customer Care** - If a customer wants to make a complaint and can do so via a **Freephone** number, they are likely to feel that someone wants to listen - that the organisation is in fact encouraging them to air their views. That alone is likely to reduce their antagonism towards the company. It is a fact that a customer who has made a complaint and had it satisfactorily dealt with is likely to be more loyal than someone who has never complained.

**Virtual size - Freephone** numbers, like other marketing numbers, have the advantage of not being geographically specific, unlike ordinary UK 01 or 02 telephone numbers. This means that even a very small company can give the impression of being a national organisation, enabling it to compete with businesses much larger than itself.

"Customers are already voting with their dialling fingers: 61% of UK consumers are more likely to call a company with a **Freephone** number than a comparable competitor that does not have one. In today's increasingly competitive business environment, that's a statistic that no one can afford to ignore."

"89% of people become frustrated when they call a company and are held in a queue while the call is costing them money"

"73% of people have actually hung up a call to a company rather than run up a peak rate phone bill"

"50% of UK press advertisements offer a normal telephone number for customers to respond, compared to around a third with a **Freephone** number" Direct Marketing Association Census

### **The Business Case for using a Freephone number**

Correctly used a **Freephone** number makes compelling business sense, it is however essential to consider it as part of your entire business strategy in order to maximise their effectiveness.

### **Increasing new business**

As the results of a survey carried out by Redstone Telecom demonstrate, a **0800 Freephone** number represents a strong incentive for customers to contact you over your competitors. It has been estimated that the addition of a **0800 Freephone** number to an advertisement can improve response by up to 185%. This means it can help to improve the efficiency and effectiveness of all your other marketing activities. [Sign Up Here](#)

### **Retaining Customers**

A 0800 Freephone number encourages existing customers to keep in contact and

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demonstrates that your business is focused on their needs. This helps build strong, lasting relationships.

### **Capturing Customer Information**

The more calls you receive, the more information you can glean about your existing customers and your prospects, and the more feedback you can receive about all your business activities. **0800 Freephone** numbers can be used to help build an invaluable database of your marketplace that will help you identify new opportunities and pave the way for new sales to old customers. [Sign Up Here](#)

### **How to effectively use your 0800 Freephone number**

If you acquire a new **0800 Freephone** number, you must tell people about it. Consider launching it to your target audience via an advertising or direct mail campaign. Factor it into the cost for all these types of marketing activities - it will increase their overall effectiveness.

Consider a letter to all your existing customers advising them of the new number and inviting them to contact you to receive information about new products, or if they have any questions about their accounts.

You can use a **0800 Freephone** number to mount a particular marketing campaign or launch a new service. Creative use of **0800 Freephone** numbers can generate widespread interest and good PR for your company or your product. Consider, for example a competition with a **0800 Freephone** response line advertised in your local press.

An example of a company that used a **0800 Freephone** number as part of an innovative campaign is Boots the Chemists. The Boots Pollen Line gave hayfever sufferers a **0800 Freephone** number to get daily information about the pollen count. During the 12 week campaign, 106,792 calls were received. The campaign received coverage in the national media and Boot's profile as a supplier of hayfever remedies was raised amongst its target customer base. Furthermore the company was able to collate accurate customer information for future marketing campaigns.