evolving toll-free services for e-commerce, text messaging

why toll-free still gets results

A half century after they debuted, toll-free numbers remain as popular as ever. More than 40 million are currently in use by businesses, colleges and other organizations.

Vanity toll-free numbers such as 1-800-FLOWERS and 1-800-PLUMBER are widely used because they're memorable. These drive business because when consumers need something, it's convenient to call a number they remember from commercials, billboards and website banner ads.

In fact, one study found that vanity toll-free numbers have a 75% higher recall rate than randomly assigned toll-free numbers. The study also found that in advertising, vanity toll-free numbers have a 57% higher recall rate than URLs.

Many government agencies and nonprofits also use vanity numbers. One example is 1-800-DIG-RITE, which Missouri homeowners and contractors must call to have underground utilities marked before construction.

Toll-free numbers also are a convenient way to track the reach and effectiveness of multi-channel or national marketing campaigns. For example, a business can assign one number to web banner ads, another to social media and a third to print advertising. Or a nationwide business — such as an e-tailer or retail chain — could use a separate number for each region, state or city, or for each advertising channel, such as local newspapers and TV stations in those geographic areas.

By tracking the response rates for each one, the business can understand which marketing channels and campaigns are most effective. These are just a few ways that toll-free numbers provide businesses, political campaigns and other organizations with highly granular insights about where to get the most bang for their marketing buck.

Finally, toll-free numbers are portable. That's a plus for businesses that outsource their call center operations. Portability also provides the flexibility to take advantage of lower fees from other service providers.

mastering toll-free's nuances

Like any other telecom resource, toll-free numbers have to be carefully managed to maximize their business value and minimize their overhead costs. For example, businesses need a convenient, streamlined way to reserve, activate, provision and port toll-free numbers, and make updates involving the national toll-free number registry. They also need to manage their toll-free numbers, such as identifying and implementing least-cost routes.

Reliability also is key. Businesses need to ensure that their toll-free numbers use routes with high availability. A related aspect is scalability. Without that flexibility, potential customers might not be able to get through, resulting in lost sales and revenue.

When there's an outage, businesses need the ability to quickly reroute their traffic to ensure customers can still reach them. For example, multi-carrier routing aids in business continuity by offering the ability to switch providers when one has a weather-related outage or is dealing with unexpected traffic spikes.

All of these capabilities need to be easily integrated with the organization's existing infrastructure. They also should be automated as much as possible so employees can focus on other tasks. For example, provisioning and activating numbers, identifying and implementing least-cost routes, and emergency rerouting all can be automated to save time and money.

iconectiv®

why text-enabling toll-free is key

Text messaging is a proven way to engage customers — and an ideal complement to the toll-free channel. For starters, text messages have the highest open rate of all messaging types and only a 3% spam rate. In fact, 93% of consumers consider text messaging to be a trusted communications environment.

Also known as short message service (SMS), texting is nearly ubiquitous. Every mobile phone sold over the past 20 years has an SMS application pre-installed. Every mobile service provider in the world supports SMS, and most include texting with every voice plan.

Today, consumers expect to be able to send messages to any phone number, including office landlines and toll-free numbers. As a result, it is increasingly likely that they would text a toll-free number rather than call it.

Unless those phone numbers have been configured to receive text messages, these messages go unanswered — frustrating customers and prospects, who may take their business elsewhere. In fact, 32% of customers have indicated that they would stop doing business with a brand they loved after just one bad experience. That "black hole" could squander the money that businesses spent on advertising and marketing whose call to action includes their toll-free number.

who uses TruReach Toll-Free 8MS?

Carriers	Marketing Analytics	Carrier Resellers	Provisioning Teams
Conference Companies	CPaaS/VoIP Providers	Call Centers	Enterprise Companies

how to get started

iconectiv® TruReach™ Toll-Free 8MS is a software-as-a-service (SaaS) for toll-free provisioning, text enablement, least-cost routing and business continuity.

Its intuitive graphical user interface and automation tools streamline tasks such as mining the Toll-Free Number Registry database and the Toll-Free 8MS historical toll-free number archive for business intelligence insights.

about iconectiv

Your business and your customers need to confidently access and exchange information simply, seamlessly and securely. iconectiv's extensive experience in information services, digital identity and numbering intelligence helps you do just that. In fact, more than 5K customers rely on our data exchange platforms each day to keep their networks, devices and applications connected and 2B consumers and businesses protected. Our cloud-based information as a service network and operations management and numbering solutions span trusted communications, digital identity management and fraud prevention. For more information, visit www.iconectiv.com. Follow us on X and LinkedIn.

make the connection.

For more information about iconectiv, contact your local account executive, or you can reach us at:

+1 732.699.6800
info@iconectiv.com
www.iconectiv.com

iconectiv®