bandwidth



5 THINGS

Your Customers Want to Do with Virtual Phone Numbers

5 Things Your Customers Want to Do with Virtual Phone Numbers - Can Your Software Product Deliver?

Businesses today are eager to embrace **digital channels** and **cloud-based technologies** that enhance their communications with customers. While at one time these digital channels seemed like they might become a replacement for the old school phone call, businesses have never actually stopped using telephony to engage with customers—they just took it virtual. What's been lacking is the ability to integrate the voice and texting capabilities of these channels with software systems that have handily adopted email, social and mobile into their mix. More and more users of Customer Relationship Management (CRM) and other software products are looking for ways to integrate traditional voice technology into their workflows, in decidedly non-traditional ways. Here are **5 things your customers want to do with virtual phone numbers**, and why they should matter to you.



1 Turn their websites into lead gen powerhouses with click-to-call.



Phone numbers and web sites are a match made in heaven, providing that direct link from a "just browsing" prospect to measurable ROI (and person-to-person contact). There are a number of ways to bring the telecom magic to your customers via click-to-call functionality including:

✓ **Request a callback:** Eliminate their time spent on hold by having them input their phone number to receive a callback once an associate is available.

✓ **Click and dial via mobile:** Allow them to click and call from a web link on their mobile phone, using the phone's native dialer.

✓ **Use web RTC (Real Time Communications):** Let your customers click and dial straight from their computer, tablet or phone over VoIP—without ever leaving the webpage they're on.

2 Stay engaged with customers through automated SMS/MMS and voice messaging.

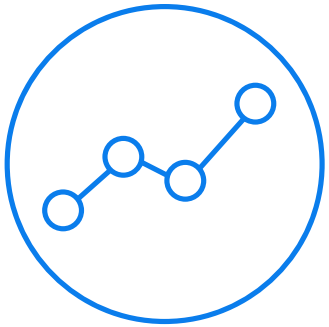


It's a fact that **99% of text messages are read**.[1] Are you helping your customers take advantage of this strategic channel? How about using IVR technology that lets them push voice notifications when text messaging isn't enough?

When you infuse your software platform with telecom horsepower, new opportunities abound for connecting businesses with customers in more immediate ways... from automated appointment reminders to order confirmations, account notifications, marketing campaigns and more. Open new channels and help them transform their customer relationships.

[1] Cellular Telephone Industry Association (CTIA), Pew Research

3 Use virtual phone numbers to manage customer interactions and provide better service.



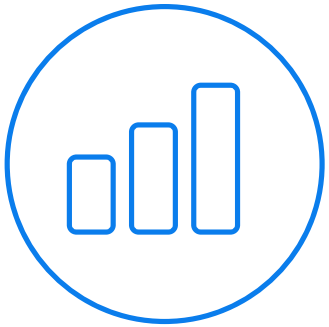
Is providing a **single customer view** a part of your platform's mission? Are you helping companies organize and manage customer interactions across multiple channels? For many companies today, phone calls and text messages end up in what we like to call an **offline black hole**. Here's why...

In many industries, it's not uncommon for sales and service team members to regularly (or exclusively) communicate with customers via mobile phone. But...

- ✓ How is management within those companies keeping track of those interactions?
- ✓ How can they use those touch points (or lack thereof) as part of the performance management process?
- ✓ How do they ensure that customers continue to get the same level of service when their main contact is on vacation?

Now you can provide your customers with the ability to assign a **virtual phone number** to every sales associate or agent. For the employees, it's business as usual with the virtual number acting as a seamless extension of their mobile phones allowing voice and SMS communications. For your customers, the functionality brings offline data online, allowing them to easily manage, track and ensure high quality customer interactions and service within your software platform.

4 Track phone calls to measure **ROI.**



Sixty percent of all SMB marketing spend, or **$24.7 billion** annually[2], is geared towards generating phone calls. Bring that offline activity online and measure it for customers. Injecting your software platform with call tracking technology can pay off big time for your customers and your business as well. Give them the **strategic insight** that comes with tracking calls that are initiated through various web-based channels including:

- ✓ Paid search
- ✓ Social media
- ✓ Website publishing
- ✓ Email marketing

There are plenty of digital marketing firms out there just waiting to sell your customers call tracking and analytics. Beat them to the punch and keep more business when you package it together with your total offering.

[2] Source BIA/Kelsey, Call-Based Ads: Eliminating the Unknown From Advertising, 2012

5 Improve customer service with in-app calling technology.

Every customer service organization has a mobile app today—and a key strategy is driving customers to use that app, much like the big push for online customer care in the early 2000s. But with in the world of mobile, the challenges are unique:



- ✓ How does the mobile app work cross-channel?
- ✓ How can we effectively manage customer engagement, as they toggle between typical in-app activities and then needing to contact us?
- ✓ Do we lose context as users work across the channels?
- ✓ Do our customers have to wade through IVR menus and re-authenticate?

This is where in-app VoIP calling comes in. Imagine your customers never having to leave the app... it's like an Amazon Mayday call built right into your mobile app—true multi-channel, fast and contextual.

Want to bring these exciting features to your software platform?

Give us a call anytime. We offer free advice daily.

855.290.8135 | sales@bandwidth.com | www.bandwidth.com