

THE RESELLER INFORMATION PACK



THE MARKET

SwitchboardFREE is ideally suited to small and medium sized enterprises but is also used by many national corporations including private business, retail and manufacturing sectors.

Typical users include home-workers, businesses, call centres, clubs, ticket sales, taxi firms, online stores.

SwitchboardFREE has many tools and features and is suitable for a variety of applications. As such, you have immense scope to market the service.

Never miss a call again

Calls will be answered at any time of the day or night and routed accordingly. For any business or organisation that hates missing incoming calls, SwitchboardFREE is a perfect solution.

Help and support desk

The whisper feature allows you to identify the incoming call. You can also decide when to receive calls by setting the open and closed times. This makes it ideal for home-workers or companies that answer calls on behalf of several organisations.

Advertising and marketing

For companies who advertise frequently, it's easy to find out which ads achieve results. Simply allocate a new number to each advert and monitor the calls received. SwitchboardFREE offers advanced statistical analysis tools that empower marketers to easily identify their effective ads.

New business

Using a 084 number on SwitchboardFREE is completely free and it can be activated immediately. This makes it an ideal solution for any business looking to save money or setup time. This also allows users to project a big company feel to its callers.

Resellers can promote the service in many different ways, online, direct to local businesses, by phone or by mailshot or even bundle this free product with other offerings such as web hosting and office space. You can use whatever methods you are comfortable with.



THE SERVICE

SwitchboardFREE is designed to be easy to use and understand. Users can take out any quantity of virtual phone numbers all of which are activated straight away and can be used without delay.

SwitchboardFREE offer 5 084 numbers totally free of charge with other types (local geographic, London 020, 0800 and 03 numbers) available from an industry beating monthly rental from just £4.97.

SwitchboardFREE works alongside customers' existing telephone lines. Everything is setup within minutes from the website and there is no software to download or equipment to install.

The client receives a powerful call organiser, answer and message alert service completely free of charge. There is no sign up fee, no monthly fee and no contract term when choosing an 084 numbers. Needless to say, the service sells itself.

The best way to experience SwitchboardFREE is to sign up for an account and try it for yourself. To do so, just sign up as a normal user by going to <https://www.switchboardfree.co.uk>



THE RESELLER

As a reseller, every customer that you sign up to the SwitchboardFREE service is linked to you and you will earn a residual income whenever they generate call minutes on their 084 numbers or when they make a purchase. This revenue is earned for the lifetime of that customer.

There are several methods to integrate and promote the SwitchboardFREE system which are explained in more details in the "API and integration" documentation supplied by your account manager. The methods available are:

iFrame – This is a simple iframe containing a signup form which you can drop into your existing website

API – the API allows you to create your own signup forms giving you more control over the look, feel and customer experience.

URL redirection – redirecting your existing URL to our web servers requires minimal technical know-how and can be up and running in minutes.

As soon as you've integrated with SwitchboardFREE and returned a signed reseller agreement you can begin signing up new customers and building a residual income.

All resellers have access to their reseller control panel to monitor sign up activity and to report on the level of usage as well as the commission earned in real time, tools include:

Statistics Email

Receive an email daily, weekly or monthly with details on how your account is performing, how many signups you've had and how many calls they are generating

Signup Emails

Receive an email whenever you sign up a new customer with their name and details, great if you wish to add them to a CRM or cross promote additional products and services

Signup URL Post

A more advanced feature which enables you to integrate SwitchboardFREE with an existing CRM system

Google Analytics

Google analytics is a powerful tool which enables you to see what your customer are looking at and where on the site they are going to. This is useful in determining whether you are using the most appropriate landing page for the traffic you are driving to your site.

THE COMMISSION

As a reseller you will receive commission on a number of different items:

- The volume of minutes received on your customers 084 numbers
- 30% of profit on number rentals for 01, 02, 03 and 0800 numbers
- 30% of profit on other additional customer upgrades including fax to email numbers and “unlimited mobile redirects”
- 10% of revenue earned by other resellers that you refer to SwitchboardFREE

084 Call Traffic

In addition to upgrades and number rentals you can also earn up to 1.5ppm on every call minute your customers receive on their 084 numbers. This can really add up fast into a substantial residual income stream. For example if you have 200 customers each receiving 500 minutes a month that's a residual income of £1500 a month and as their companies and call traffic grows so does your income.

Number Rentals and Optional Upgrades

All commission are residual based, so as an example if one of your customer signs up for an 0800 number at £49.97 per a month, you will get 30% of the profit every month for the entire life of that customer as long as that keep the 0800 number and subscription active.

Reseller Referral

When you refer a new reseller to SwitchboardFREE this is also linked to your reseller account and you will earn 10% of whatever they earn each and every month.



THE SMALL PRINT

When joining, resellers pay a one-time fee of £195 (plus VAT), which helps cover setup, administration and customer support costs for your customers. This is a one-off payment and no other setup charges are due.

Payments to resellers are made 1 month in arrears and after the telecoms networks have confirmed the amount of call traffic that has been generated.

In order to open a reseller account you will need to sign and return a reseller agreement which your account manager can provide.

THE NEXT STEP

If you have already submitted your contact details, they will be passed to our reseller support team who will make contact with you in the coming days to see if you have any questions and to begin setting up your reseller account.

If you need to speak to somebody straight away, feel free to phone us on 0203 189 12 13 or email us on support@switchboard-support.co.uk. We look forward to speaking with you soon.

