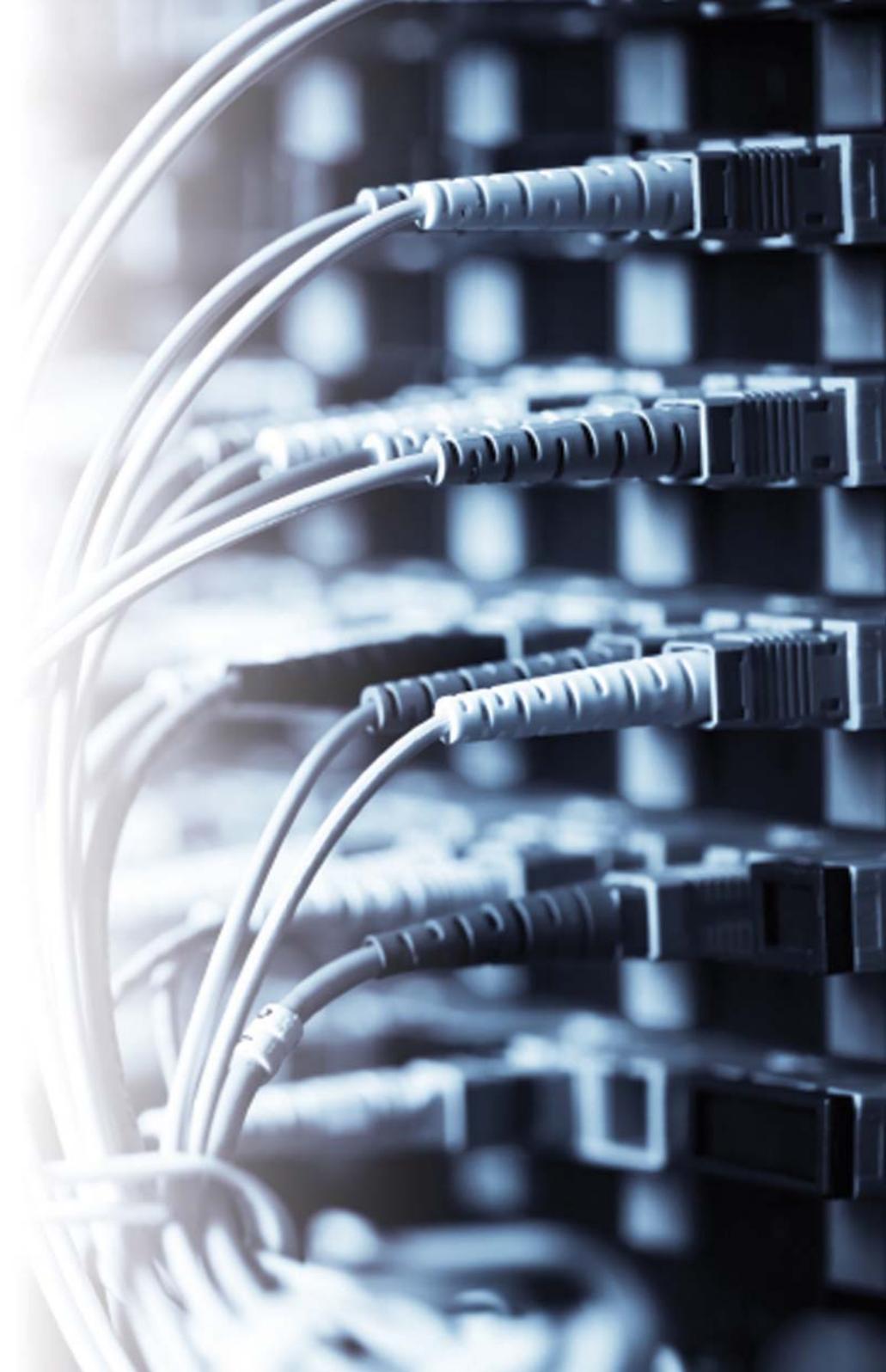


SWITCHBOARD FREE
never miss a call again

3	What is SwitchboardFree?	A brief description about this service and what it can offer your business.
4	What is Call Tracking?	A description of our call tracking service, how it works and how it can benefit your business.
5	Features	A list of features included in the SwitchboardFree service.
7	Frequently Asked Questions	A selection of frequently asked questions that will help you find out more information about Switchboard Free.
10	Contact Details	Get in contact with us today by using any of the supplied details on this page.



What is SwitchboardFree?

SwitchboardFree is the UK's largest and fastest growing free call manager. Over 20,000 businesses in the UK have already registered for this service and that number is growing daily.

Lost and unanswered calls cost companies thousands of pounds in lost revenue. Now you can organise your inbound telephony in one place. It's easy to use and simple to set up. Our powerful call organiser is an essential business tool for companies, marketing departments, call centres and home workers. Empower your business with Free 084 numbers connected to our powerful call handling system and see how we can help your business to prosper. Your customers will never hear the engaged tone and you will never miss a call again.

This system has many useful features that will benefit your business. Whether you want to create a more professional image, have a national presence, manage your incoming calls more effectively, track your inbound response from your adverts and marketing campaigns or install disaster recovery for your phone lines, we have the answer!

When you sign up to this service some of the features you will benefit from include:

- Two free 084 numbers and a free call organiser
- Redirect your calls to multiple UK land lines or UK mobiles
- Choose the "on hold" music you like from our long list
- Queue customer calls during your busy periods
- Voicemails and missed call alerts sent to your email and phone
- Identify which number is being called with call whisper
- Block unwanted callers and prioritise your best customers
- Track your marketing with a new number on each ad/web page
- 084 numbers work alongside your existing number
- Integrate with Google analytics for call tracking

All of these features and more are available from the moment you sign up for your SwitchboardFree account and because our control panel is web based you will not even have to wait to download specialised software but can enjoy these features immediately after you have initially logged in.

If you have any more questions about this service please refer to the Frequently asked questions pages or ring us on **0844 884 3010** (9-5 Monday-Friday).

SWITCHBOARDFREE

Using the Switchboard numbers has made our day to day telephone operation a joy. Now in our new premises we run a number of businesses from the same office so identifying the caller is a great help. The system is very reliable and competitive. We would not hesitate to recommend the Switchboard Service to any business.

Chris Stubbings - Managing Director, Autobulbs Direct Ltd

Since using the Switchboard service and implementing different numbers for our different services throughout skiddle.com we have almost tripled our productivity. After introducing telephone ticket orders it was vital for us to have a system in place that worked both in and out of office hours. Switchboard more than delivers on every level, which has led us to using the service for all our inbound calls.

Richard Dyer - skiddle.com

We have used the Switchboard system for over a year now and its use has enabled us to never miss any inbound calls. Subsequently our business has grown as a result of using this product. We can not believe such a powerful product is available free.

Lee Colvin - Hagger Electronics UK Ltd

The Switchboard service is really beneficial to my business no a daily basis, the software is user friendly and updates instantly to any changes. i have been on the Switchboard service for approximately six months and I can't imagine not using it.

Mohammed Pasha - Fusion Enterprise UK

The Swtichboard service has been an essential part of our growth, without it we had no way of knowing how many sales calls we were missing or which adverts generated an inbound sales call. We still can't believe this great service is free for us to use! We would recommend the Switchboard service to any business looking to grow.

Olivia Boland - Beautiful Beings

What is Call Tracking?

Advertisers

Advertisers, do you want to track your advertising and see where you are making the most from your adverts? Our call tracking solution is a simple yet highly effective system to allow you to track which advert/marketing campaign works the best for you. This system will work for Online and Offline campaigns, making sure you get the best ROI.

Publishers

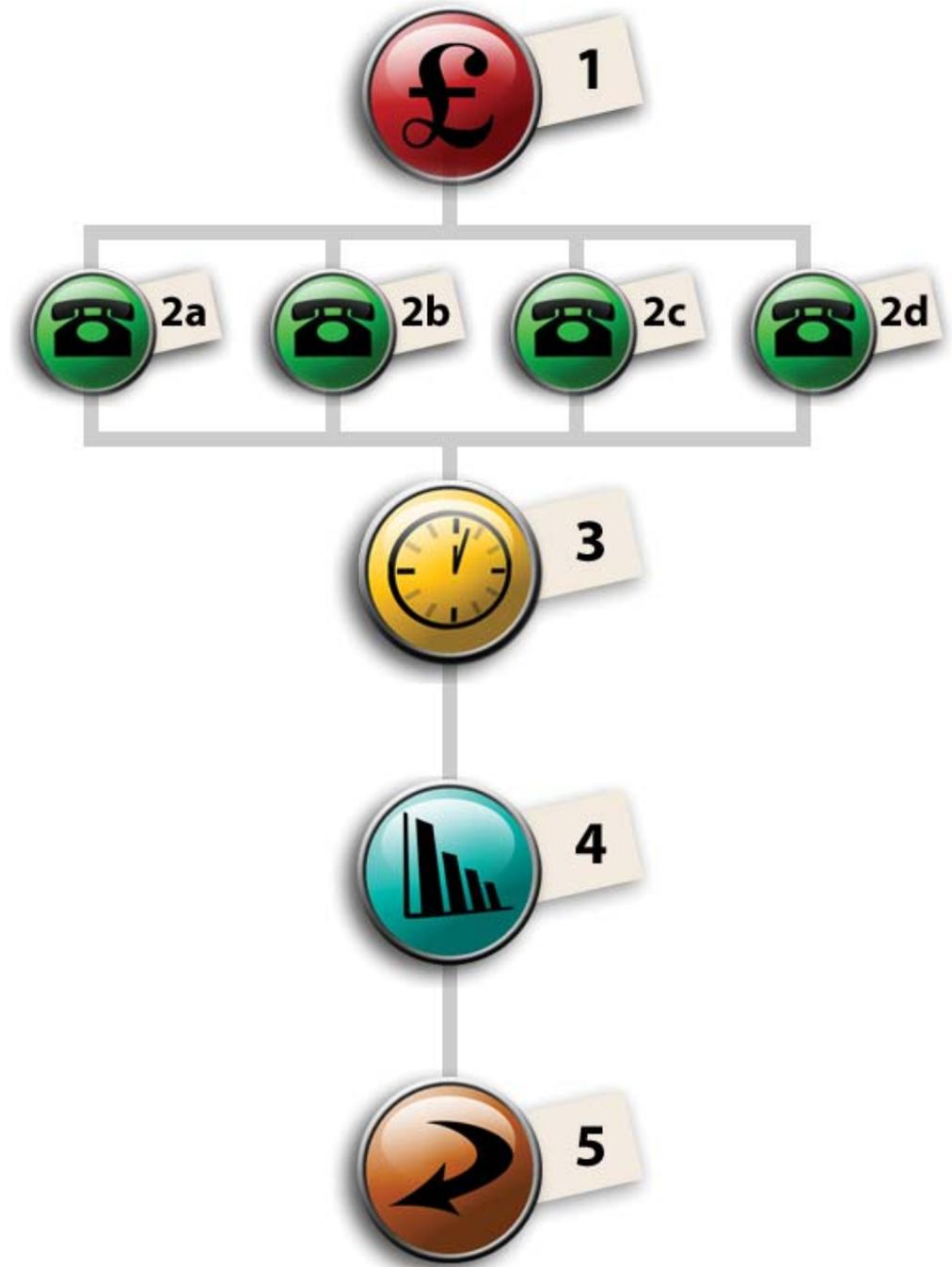
Publishers, are you tired of losing your advertising to internet marketing? With our system you can offer your customers a service that is both cost efficient and profitable.

SEO Companies

Now you can track the amount of phone calls generated from SEO campaigns you run for your clients. With seamless integration into Google Analytics you can track the call traffic generated from our optimisation along with the web traffic.

How it Works

- 1 Set a budget for your advertising
- 2
 - a) Spend an equal portion of that budget on one type of marketing (i.e. Online) then assign a unique number to that campaign
 - b) Spend an equal portion of that budget on a second type of marketing (i.e. Print) then assign a unique number to that campaign
 - c) Spend an equal portion of that budget on a third type of marketing (i.e. Radio) then assign a unique number to that campaign
 - d) Spend an equal portion of that budget on a fourth type of marketing (i.e. Television) then assign a unique number to that campaign
- 3 Wait for the full amount of time for the campaign to come to a close
- 4 Once the campaign has finished we will provide you with comprehensive statistics that you can then use to re-evaluate your future advertising campaigns
- 5 At this point repeat the process using your existing data to refine your marketing strategy and use this service to further improve your marketing campaigns.





Two Free 0843 or 0844 Numbers

Chose from over two hundred 0844 or 8043 numbers. Never have to change your telephone number again, no matter what part of the UK your business is moving to. Get a big company feel with big company features for free, whilst giving your customer a number which has a low call cost.



Call Queuing

If you have limited lines into your office, we will queue the callers and put them through to you as soon as a line becomes free. In effect, this increases the number of lines available to you. This will be especially useful to you at busy times of the day should you have a particularly busy inbound campaign. Your customer will never hear the engaged tone again and you won't ever miss a call!



Set Your Open and Close Times

When callers phone outside your normal opening hours, the call is recorded and sent via a missed call to your email, ensuring you never miss an opportunity. You can also set the system to offer an out of hours voicemail if you wish. This feature is also great if you're a home worker and don't want people calling you in the evening!



Powerful Follow Me and Call Distribution Capabilities

If you work from more than one location, or your company has multiple offices or even employs home workers, we can distribute your calls to any of three landline locations. This ensures that the call is answered by the first available operator regardless of the geographic location within the UK.



Chose Your Own "On Hold" Music

While your callers are waiting to be connected they are played "on hold" music. You can chose what genre of music your customers get to hear from over 15 different choices currently available.



Missed Call Alerts

Once a customer calls your number, we record the inbound CLI (the caller's phone number) when available. Should a customer hang up when they are on hold we will send their phone number to your email address in seconds so you can call them back.

At a small additional cost you may also receive your missed call alerts via SMS to your mobile phone. SMS alerts are great if you are out of the office for the day and are called away at short notice. Optional SMS credits can be purchased via Worldpay once you are logged into your account. A major plus for customer service. Many companies have increased their staffing levels as a result of this useful service.



Customise Your Introduction and Out of Hours Message

The system allows you to quickly record a custom introduction or an out of hours message that reflects your opening times and/or emergency contact number. Or chose from dozens of prerecorded greetings that we supply.



Quick Close

This useful feature is very handy if you pop out of the office in a hurry. It allows you to hit a button and send your calls to your out of hours announcement. Great when you have to run!



Easy Answer Phone

If the caller has been on hold for more than two minutes, or your number calls out of hours, we give them the option to leave a voicemail. Once they have completed the message, we email it to you in seconds. This makes it easier for you to listen to, forward and store. This feature is so much better than an old fashioned answer phone.



Web Based Control Panel

Enter the user name and password you selected and then our simple control panel lets you update or amend your number settings. it takes seconds and is simple to use. You can update your settings whenever and as often as you like. Call our customer service desk during office hours if you have a question regarding the settings.



Call Statistics

Know which numbers under your account people are calling. Compare numbers, run missed call alert reports so you can call your customers back. Track your marketing and know which adverts work and which adverts are wasting your money. If you take a few moments to use the stats we can guarantee you will save money on advertising.



Instantly Reroute Your Calls

If you move offices permanently, or just for a day, a week or even an hour, you can reroute all your calls to the new office. This can be done via a simple web page instantly! In a disaster recovery situation you can re-route to an alternate location in seconds and continue to conduct business.



Mobile Redirect

Divert your calls to up to five different locations including your mobile. Just give your customers a single number! Have your calls try your landline, then your mobile or go directly to your mobile phone. Use your mobile as a second inbound line at busy times.

Charges apply.



Campaign Reporting

Campaign reporting enables you to track your marketing spend and also telephone call conversion from different web site referrers. Campaign reporting is a powerful and malleable tool. This feature allows you to quickly and easily run managed reports to compare the number of calls (and the resultants of those calls) giving you accurate statistics on things such as how well different adverts are performing, which web pages are inspiring your visitors to call you and what percentage of your web site visitors from a particular referrer are going on to call you.



Powerful Analytics

Utilise Google's free and powerful analytics package to analyse your call statistics and gather geographic data on your callers, empowering you to make informed decisions that will help you with design, promotion and media decisions.

For the first time be able to analyse your call and web traffic in one place effectively and best of all; it's free! Remember SwitchboardFree is the only call manager in the UK which gives you all this functionality free of charge, empowering UK businesses to work smarter.



Call Whisper

Each number you obtain can be configured for a different purpose e.g. sales, admin, support etc. When you answer the call you will hear a short message which will identify the call; such as "you have a sales call". This allows you to personalise the way in which you greet each caller. Whether you operate more than one company from a single office or have home workers who need to identify between personal and business calls, this function will become invaluable to you.



FREE

There are no maintenance or licensing fees. There is no capital expense and there is no cost to your business.

Frequently Asked Questions

About This Service

These are the most common questions asked about what this service is.

Is this service really free?

We offer this service to you absolutely free! No catch penny "30 day trials!" that ask you for credit card details when you sign up! Our full standard service is 100% free all of the time!

We give you two free 084 numbers connected to our powerful call management platform. All calls received on these 084 numbers will be delivered to your choice of UK landline numbers at no cost to you.

There are no charges, no set up fees and no monthly rental. Our system has no effect on your phone bill, so no sudden shocks. Over 80% of our new customers are referrals and recommendations from our existing users, we think that says an awful lot.

With over 20,000 companies registered to use this service in the UK, this is the best value for money by far and will give your company a great telephone image and ensure you Never Miss a Call Again!

Our system benefits from massive economies of scale as we host numbers for many companies. We are able to absorb the cost of managing this service for you because we are paid a small amount of money for each call that we accept.

How much do my customers pay to call my 084 number?

Calls to 084X numbers cost just 4.2p per minute (+vat) from a residential BT landline. That's 40% cheaper than a standard UK national rate call!

I have a question about google analytics...

Google Analytics integration gives you the ability to quickly and easily collect information on your call traffic in your Google Analytics account, along side your website traffic. Visit the website for a dedicated FAQ page on Google Analytics integration.

Is this service reliable or a second rate VOIP/SIP product?

This product is highly reliable and resilient. It is designed and built to serve the needs of businesses in the UK. Currently over 20,000 businesses have signed up for an account with us. The Switchboard is not built on a "cheap" V.O.I.P. or S.I.P platform, but is built on a solid and

reliable telephony infrastructure. This ensures that the call quality is always of the highest audio level and that the quality of each call is constant. Some of you with broadband numbers, V.O.I.P lines or PC voice applications will know that one call can be good quality and the next barely audible. Our solution is always good quality and offers the level of reliability a professional business needs. Our state of the art Softswitch is co-located in London and housed with Telstra, who are Australia's incumbent carrier. Our infrastructure is dual redundant and we boast an uptime of plus 99.99%. Of course from time to time we have to fix and maintain our platform, but in most cases you will not notice when this happens. We have a team of dedicated in-house technical staff who monitor and maintain our systems 365 days a year.

How easy is it to set up?

It's extremely simple and very fast to set up. We allow you to set up the Switchboard from a single web page and we will provide you with a user name and password. All you need to do is click on the "Get it Now/Sign up Now" link and choose the number you would like to set up. You have a few simple options to choose from, which are explained on the page. It should take no more than two minutes.

If you prefer, you can always chat to one of our customer services team on 0844 884 3010, who will be happy to help you. Your details can be updated or amended easily on line as often as you like. Just log on and click! It really is that easy!

I don't like the intro message. Can i change it?

No problem! You can choose from a selection of intro messages, finding one that suits your company. Just click on the one you like, or record your own from your phone, then click to make it live! It's that simple!

Will my new 084 Number be exclusive to me?

Yes! Once you have chosen a number it will not be allocated to anyone else while you are using it. Your number will be for your exclusive use. If you have not used the number for three consecutive months we will contact you to see if we can take it back to offer to other customers.

Can I keep my existing number too?

Yes. You can still keep your existing number. We will connect your new 084 number to your existing number, therefore your current number will not be affected. However your existing number will not benefit from our advanced features so we recommend promoting your new number as soon as possible on your website and marketing material.

Frequently Asked Questions

What is the difference between 0843 and 0844 numbers?

There is no difference between 0843 and 0844 numbers. 0843 numbers are just the latest number ranges to be released in the UK. The call cost for both 0843 and 0844 are the same.

What Can It Do?

Most common questions asked about what this service can do.

Can I get a memorable number?

We know how important a memorable number can be to your business. We are able to supply a limited quantity of "GOLD" numbers. To check availability please call our customer services team on 0844 884 3010.

Can I forward calls to a mobile phone?

Yes! You can route your queue number to any UK mobile phone number. However, due to the large charges imposed by mobile network operators, a small charge is made for this service. Once you sign up you will be able to load credit onto your account. This credit can be used to redirect your calls to any of up to five UK mobile numbers of your choosing. Top-ups are made through our secure billing partners "WorldPay" and are instant!

What happens if someone hangs up when they are "on hold"?

If a customer hangs up before you have a chance to answer their call we will email you their phone number, providing it is not withheld. This is a very valuable tool for your company. Imagine the last time you were in a call queue and hung up in frustration. What if a few seconds later that company called you back and apologised for missing your call?! Turn a potentially negative customer experience into a positive one!

This is one of the most beneficial features a small business could want out of a telephone system.

Can I choose the "on hold" music?

Yes you can! Just click on the music drop down list and choose the "on hold" music that suits your company's image. We even cover the performing rights licence payment so you don't have to!

Can I have more than one number?

Yes. Once you are logged on to your account you have the option to add new numbers. Each number can be configured separately, so you can have a different number for sales, accounts, customer service...etc

Can I divert my 084 number to my VOIP number on my home router?

Yes. Our service works perfectly with VOIP services. At times, VOIP phones can take longer to begin ringing so we give you the option to extend the ring time of your 084 number when redirecting to a VOIP number making it work seamlessly.

You might want to check that your VOIP number is a normal geographic number and NOT a number starting with 05! 05 numbers are charged at a higher rate and we are NOT able to redirect to these numbers free of charge.

Business Benefits

How can this service benefit your business?

What benefits would the Switchboard service offer my business?

Many UK businesses use an 084 number because it can give their business a national presence and the feel of a BIG company, whilst offering their customers a number that has a low call cost! Also, if a business relocates their office they can keep the same number without the expense of re-printing stationery or re-designing websites.

However, in today's competitive work place, that's not always enough. Did you know that lost or badly managed inbound calls are the single biggest reason small companies in the UK lose customers and revenues? Most businesses miss the odd call, are engaged from time to time or even forget to return messages!

This product helps you manage your inbound calls effectively, ensuring you Never Miss A Call Again!

We have an answer phone, but we sometimes forget to check the messages. How can your service help me with that?

You're not alone! Our development team find answer phones a pain! We forget to check them, they can fill up over night and worst of all you have to listen to the message three times before you have a chance to note it down!

Frequently Asked Questions

We have simplified all of this! If we are unable to connect your caller because your line is either busy or not answered, we will offer the caller the opportunity to leave you a voicemail. We will then send the voice message to you via email, as an attachment. Once you have the message you can listen to it with any player, e.g. windows media player. Alternatively, you can store it or forward it as you would a normal email. This is a great use of email and is simple to use.

We are a small business and only have a few lines to our office. Can you help our customers to avoid the engaged tone?

One of the best features for small businesses is our systems ability to queue callers if your line is engaged or is not answered immediately.

We welcome the caller and inform them we are trying to connect them. The caller is put on hold, listening to the 'on-hold' music you have selected, until we can connect them to you. Your customer will never hear the engaged tone and you will be equipped to answer more calls.

I have people in several locations. Can you help me give out just one number?

Yes we can! You can select up to five locations for the call to be routed to. When a caller phones your number we ring each location in turn until we are able to connect the call. We call this our "Follow Me" application. It's great for people who work in more than one location, companies with several offices or even people that work between home and office.

I have sales people in more than one location. Can I give out one number for sales instead of three?

Yes. You can give out one single number for "sales" and have it connect in rotation to three separate locations. This is a great feature if you have sales people that work from home and you need to distribute the calls evenly between them. You can even log on to see the number of calls they have taken!



Contact Details

Please feel free to get in contact with us for any reason. We are always more than happy to answer any questions or try to solve any problems that you may have.

You can get in touch with us by ringing us on **0844 884 3010**. We keep office hours of 9am to 5pm, Monday to Friday. If you ring outside of those hours you can leave us a message and we will get back to you as soon as we can.

If you wish you can write to us at SwitchboardFree, Riverside Business Centre, Riverside Road, Lowestoft, Suffolk, NR33 0TQ.

Alternatively you visit our website at **www.switchboardfree.co.uk** and click on the "contact us" link. There you will find our contact details as well as an email form that we will aim to respond to within 1 working day.



Contact Us

SWITCHBOARDFREE

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