Evolving Toll-Free Services for E-Commerce

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, drive business by being easier to remember. In fact, one study found that vanity toll-free numbers have a 75% higher recall rate than randomly assigned toll-free numbers, along with a 57% higher recall than URLs.

Toll-free numbers are a convenient way to track the reach and effectiveness of multi-channel or national marketing campaigns. For example, businesses can assign one number to web banner ads, another to social media and a third to print advertising, or use a separate number for each region, state or city in a nationwide campaign. By tracking the response rates for each one, businesses can understand which marketing channels and campaigns are most effective and gain insight about where to get the most bang for their buck.

The fact that toll-free numbers are portable is a plus for businesses that outsource their call center operations. Toll-free number portability provides the flexibility to take advantage of lower fees from other Communications Service Providers (CSPs).

who uses TruReach Toll-Free 8MS?

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

Mastering Toll-Free's Nuances

Like any other telecom resource, toll-free numbers must be carefully managed to maximize their business value and minimize their overhead costs. Businesses need a streamlined way to reserve, activate, port toll-free numbers and make updates to the national toll-free number registry, while also identifying and implementing least-cost routes.

Reliability is also key because when there is a network issue, businesses need to quickly reroute their traffic to ensure customers can still reach them. For example, multi-carrier routing aids in business continuity by switching CSPs when one has a weather-related outage or unexpected traffic spikes. Another related aspect is scalability. Without that flexibility, potential customers might not be able to get through, resulting in lost sales and revenue.

All of these capabilities need to be integrated and automated within the organization s existing infrastructure. Provisioning and activating numbers, identifying and implementing least-cost routes and emergency rerouting all can be automated through TruReach® Toll-Free 8MS to save time and money.

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Find out how TNS can help you with a wide range of telecom solutions:

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