

## Verbatim's non-geographical / Ghost phone numbers – 0845, 01, 02, 03.

### ***Having A “Ghost” Number Means You Are Securing The Very Future Of Your Business***

It's happened to the best run of companies....

- You need to move premises perhaps, as you're expanding (or downsizing!)
- There's a sudden emergency locally – you have a staffing problem, or heavy response to an advertisement -
- or some JCB driver accidentally cuts your phone lines ...
- **In each case, with a “Ghost Number” you can re-route your calls instantly to Verbatim and usually at no cost. There is no need to contact BT and no delay in re-routing your service. You can choose to reroute:**
  - All calls
  - When your lines are engaged
  - When calls are not answered in 3 rings
  - At times of day to suit your staff manning levels

There are various types instantly available :

- **0845 numbers** – Your caller pays the normal call cost and calls are routed as you wish – there are no ongoing charges to you – the costs are included in the majority of Verbatim's price plans. Set up takes less than an hour\* and changes can be made instantly, and for free, at any time\*.
- In normal business hours Monday-Friday.
- **01 and 02 numbers** – these are available for the first time. You choose the area / town for which you want a number – it can be your local town or anywhere else in the country (so, for example, you could be based in Scotland, but have a London 0207 number!). Calls are routed to whichever number you wish at a cost of just a few pence per minute.
- **03 numbers** – these are new numbers currently being issued. Calls will be charged to your caller at the normal BT rate, but you will be charged a few pence per minute to have calls forwarded to the number(s) of your choice. Please call us for the latest information.

In all cases, the following services are available at no extra charge:

- Instant routing changes to a different number
- No limit to the number of callers you can have at one time – again, at no extra cost.
- There is no need to have any extra lines installed – you just need 1 of our numbers.
- Routing callers to a different number at different times of day – e.g. calls to your office mornings, to Verbatim call answering services in the afternoon, and to voicemail in the evening or at weekends – there are no limits to the variations.
- Voicemail – callers can be routed to voicemail at any times you wish. Callers hear your personalised message (which we can professionally record free of charge) and their message is recorded and instantly emailed to you as a “wav” file, playable on any computer with speakers.
- You also have the option, at no extra cost, of having a private “dial in” number, allowing you to listen to any messages and change the message that callers hear.
- Numbers can also be used to receive faxes, too – the fax is instantly converted into a pdf file and emailed to one or more email addresses of your choice (at no extra cost).

## **14 Reasons Why Your Business Should Only Use Non-geographical telephone numbers supplied by Verbatim**

1. The caller pays the normal rate charges when calling you from any location in the British Isles. You generally pay nothing.
2. Having a ghost number increases the perceived value you place on customer care.
3. The perceived size and image of your company is greatly increased with the use of a ghost number.
4. Ghost numbers can be non-geographic - which means your location is completely unknown to the caller.
5. There is no need to change phone numbers if you move office - your ghost number simply moves with you.
6. Because new equipment and/or engineers are not required, a ghost number is very quick and simple to set-up and can be routed to any telephone number anywhere in the world. (Additional call charges will apply if you wish to route to a mobile or international number).
7. Your ghost number is 'future proof' against any further OFCOM number changes.
8. The termination number can be changed in seconds if for any reason you need to change the number your ghost calls ring on.
9. Calls to your ghost number can be automatically re-routed to an alternative number if all lines are busy or not answered.
10. By having a ghost number you can market in areas where you have no physical presence whilst keeping a local identity.
11. Numbers can be instantly re-routed to a different number, as your business requires – either permanently or temporarily.
12. Calls can be routed to an intelligent voicemail system, with the caller's message being emailed to you.
13. Your client's can call a ghost number from most international locations at no cost to you.
14. There is zero risk of misuse, as you usually pay nothing towards the call.

**To find out more about how non-geographical phone numbers could help your business, please call us on Freephone 08000 787 300**

## Security

The security of your calls is paramount to your business, so here's how we ensure our service.

- Your calls are directed by the telephone system to a BT exchange,
- Your numbers and every one of your chosen options also backed up to Telehouse, the UK's most secure telecoms building,
- Many smaller companies offer what may appear to be a similar service, but just have a few modems in the corner of an office ...

## Which of your adverts are really working.. and which ones are a waste of money?

### Can't Tell? You Can Now!

At last it is easily possible to tell which of your ads are really generating callers!

- Simply order several different ghost numbers.
- Route them as you would your normal number.
- Use a different ghost number in each advert.
- From the call statistics, you can instantly see which adverts are REALLY producing calls.

Are you sure the Yellow Pages is really paying its way?

What about when the local newspaper makes you an offer of some last minute space? Will it really produce response?

Are most callers coming from your web site?

Now, for the first time you can tell!

***For only £4 pm per 0845 number, you could save hundreds or even thousands of pounds in advertising.***

Use the money saved to test new adverts, or just to add to the profitability of your business.

Remember, you receive all calls as normal, but by looking at the call statistics, you can see which adverts are really making your phone ring!

**For more information please call us on Freephone 08000 787 300**

## Fax to Email

For The First Time, You Can Throw Away Your Fax Machines and Use Any Email Program To Send And Receive Your Faxes

... and most clients more than slash their total faxing costs in half!

- No more toner costs
- No more paper jams
- No more machine maintenance costs
- Reduced stationery bills
- No more staff time lost hanging around the fax machine
- Improved productivity

You are about to learn about the latest Communications Phenomenon!

### **Just Imagine If...**

You Could Send Faxes As Emails - but they were automatically turned into Real Faxes, complete with real cover sheets, automatically and for pennies?

### **Just Imagine If...**

You Could Receive Incoming Faxes As PDF Attachments In Your Email - only seconds after they are sent, for free

### **Just Imagine If...**

You could use this system to either send or receive faxes -or both - from any email program, on any computer?

You can now send and receive faxes (both or one or the other - your choice) direct from and to your ordinary email.

## Receive Faxes By Email FAQ's

### **1. How many faxes can I receive?**

- You can receive as many faxes as you like. There is no limit to the number of faxes you can.

### **2. Can I change the email address where I receive my faxes?**

- Yes, you can alter your destination email at any time. To change your email address, just email us with your instructions.

### **3. Can my faxes be sent to more than one email address?**

- Yes. There is no extra charge for this.

### **4. Can people fax me from abroad?**

- Yes.

### **5. What happens if I want to receive more than one fax call at the same time?**

- No problem. Many hundreds of calls can be received by your number at the same time.

### **6. Does my computer have to be switched on in order to receive my faxes?**

- No, all your messages will be stored in your email box until you are ready to download them to your computer.

**7. Can your staff read my faxes?**

- No, our system is completely automated. Once a fax is sent to you, it is passed by our servers directly to your email address and then removed from our server. We do not keep any copies of your faxes.

**8. Do I need a separate phone line for this service?**

- No, you do not need a separate phone line as your fax number dials directly into the telephone exchangers, answering the calls and converting the fax to your email address. You pick up your faxes wherever you check your email.

**9. Do I need to have a fax machine as well as this service?**

- No, all your faxes can come through your fax to email service.
- If you already have a fax number, on say business card and letter heading, you could get your telephone calls supplier (BT, NTL, etc) to divert your fax number to your fax number

**10. How fast will I receive my faxes?**

- Usually within 8 seconds of it being sent.

**11. How will I know that I have received a fax?**

- As your faxes are attached to your email, whenever you receive email, you will receive your faxes at the same time.

**12. Can I forward on my fax to colleagues?**

- Yes, you can forward on the fax to your colleagues by clicking the forward button on your email program and filling in your colleague's email address.

**13. What will the fax's quality be if I forward it on to colleagues?**

- Once the fax has been received in email form no quality loss will be incurred no matter how many times the fax is forwarded via email or printed out.

**14. Where are the servers based?**

- The servers are housed within a secure telephone exchange and are all "mirrored" at London's Telehouse.

**15. Will I have to download any software?**

- No – we send faxes by default in PDF format, readable by any computer. You also have the choice of a "tif" file if you prefer.

**16. Can I open faxes using an Apple Macintosh?**

- Yes – any computer can read PDF's.

***I have more questions.***

**Please call us on Free phone 08000 787 300**

## **Sending Faxes by Email**

For you to send faxes, you simply use your normal email program - in the "to" box, you put the fax number you want to send to - we do the rest - instantly.

We also send you an emailed confirmation that the fax has safely been delivered.

If the recipient's fax is engaged we keep trying - and keep you informed by email.

Here's the extra clever bit - your email is automatically and instantly turned into a real fax cover sheet - and you can attach almost any document, file, spreadsheet etc and that will be faxed too!

There are no set up charges whatsoever - smaller users simply pay a deposit based on a year's expected fax requirements, larger clients are invoiced monthly.

Please call us and we'll set up a free test account for you immediately so that you can see the power of this service.

No fax machine / fax server required

### ***Great Savings***

No phone lines / rentals - save around £8 per month and set up costs of £100 + on a dedicated fax line from BT

No software - just use any email program

No training - if you can send emails, you can send faxes by email

You only need to have email - we do the rest

Send faxes all over the world

You only pay for faxes sent - there are no other costs

Remember, these prices include:

- turning your email into a fax,
- completing a standard cover sheet (or a personal one for your company if you wish),
- delivery of your fax and
- notification straight back to you as soon as the fax is sent - within 2 minutes for 99.7% of faxes).

If the fax you are sending to is engaged, we keep trying for 30 minutes - at no charge.

If the fax still cannot be sent, we always email you to let you know precisely why - and there's no charge whatsoever.

### ***This System Is So Powerful It Will Shock You!***

Some of the biggest names in the world are now sending faxes this way, companies in banking, pharmaceuticals and finance, but it is now available to clients of all sizes.

Using a worldwide IP network, with servers in London, the USA, Europe and the Far East, faxes can be sent and received anywhere in the world - currently 12 million faxes a day are being sent by the system.

You can use it from any email program, and from PC's or Mac's - and it's as simple as sending an email, with no software or training required.

## *Cost?*

If you are looking around the internet for this service, you may come across sites that appear to offer the same service cheaper.

Beware!

Here's the real story:

### **You only pay for faxes sent**

**Hidden costs** - we have no hidden costs of any sort - for example, some companies charge for unsuccessful faxes or calls answered by voice - with us you only pay for faxes successfully sent

**Quality** - it is possible to reduce the call length and therefore the cost by reducing the quality of the fax - but they come out looking awful, so we don't ever do that

**Notification** - we immediately email you and confirm that the fax was sent successfully - if we can't deliver the fax instantly (if, for example, the recipient's fax is engaged) we keep trying for 30 minutes at no extra cost - and then advise you whether the send was successful or not - this service is totally free

**Monthly costs** – you can have all this for only £4.00 per month .

**Annual fees** - we have no annual fees of any sort

Minimum spend - you can receive as many or as few faxes as you wish, without limits or any extra fees or costs. You will be billed direct by our supplier who will collect payment by...

**CCCA** (Continuous Credit Card Authority) - we do not need your credit card details to take future payments, as there are no other charges

**Multiple lines** - each number issued is capable of receiving many fax calls at once - competitors often use "DDI" lines, so your line may appear engaged when it's not - our numbers are never engaged.

**Your own cover sheet** - we can use your own cover sheet - again, at no extra cost

**Worldwide service** - we are currently delivering over 12 million faxes, worldwide, every 24 hours through the BT international network.

## *I have more questions.*

**Please call us on Free phone 08000 787 300**