



Geographic Plan

Geographic Plan allows you to route calls to specific destinations based on the prefix of the caller's number, allowing callers to be directed to their nearest branch or store. Multiple destinations can be set up together with the prefixes that need to be routed to each location. Default destinations can also be configured to route callers not presenting their caller's number or who call from unrecognised numbers.

Additional Features

Includes full RNP call management capability:

- Defined working hours
- Welcome, whisper & greeting messages
- Call recording & agent tagging
- Voicemail 2 Email & missed call alerts
- Defined caller's number
- Mid-call transfer between locations, internally and externally

Additional Functionality and Added Value

Multiple numbers can be cloned to exact copies of your main number, reducing set up time and manpower costs, in order to analyse marketing performance.

Using multiple numbers allows you to advertise a different number in each different advertising channel. The Call Reports service can then be used to assess the performance of each number and the performance of each advertising channel. Advertising a different number in each advertising channel in each area, allows for further analysis. For example, in Manchester 80% of calls may originate from a number appearing in the local press; whereas in London, 80% of calls may originate from billboard advertisements.

Key Benefits

- Route calls to specific destinations
- Quick and simple set up
- Welcome, whisper & greeting messages
- Reduces manpower costs
- Call reporting to assess the performance of each number
- Maximises business efficiency and customer spend through convenience of use
- Capitalises on expansion opportunities by analysing call origins
- Recognises underperforming locations in terms of received volume of enquiries
- Analyses lead conversion rates per location for performance monitoring
- Quick and simple to set up additional locations with no extra cost should your business expand

Route your calls to specific destinations with our easy-to-use Geographic plan. Speak to the NSL team today for more information.