



One Number Solutions
Unify Customer Contact and Simplify Marketing

One Customer Point of Contact



0333 332 0000

X-on One Number Solution

Connect Callers to the appropriate Branch Office or Store Location

Many Sites - One Number?

Companies with many sites face a strategic dilemma when promoting sales phone numbers.

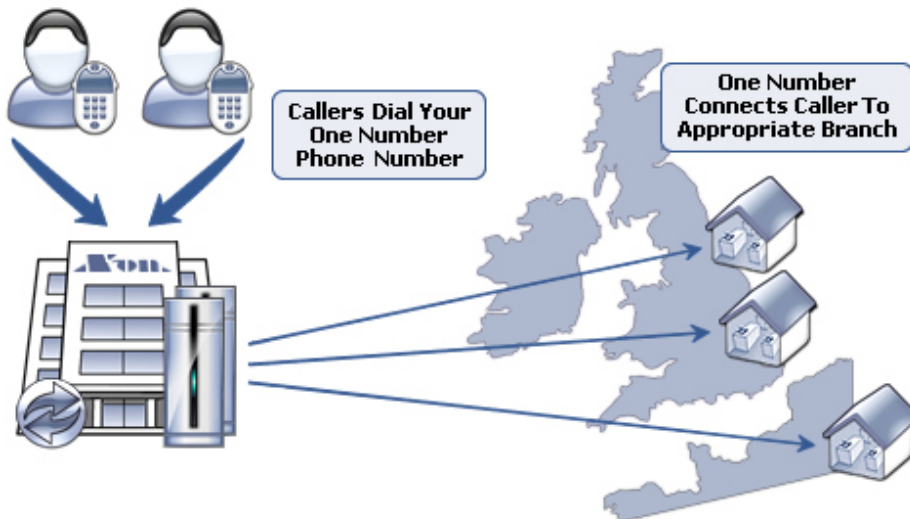
A number for each branch is not practical for a nationwide advertising campaign and is an expensive administrative overhead in keeping directories and systems up to date.

A centralized call centre can appear to be an efficient solution, but call centres are famous for anonymity and there is the danger that staff at the branches can lose the perception of owning inbound sales enquiries, at the worst leading to apathy or negativity towards the call centre.

The X-on One Number Service is typically a single number that directs callers to the appropriate branch using a variety of the most advanced telephony technologies. Greater customer acquisition can be achieved with a uniformly high quality of service, yet promotion costs are reduced.

Revenue Generation

The tariffs to the caller can be freephone, or using a non-geographic number that is low cost to the consumer, the One Number service can be self-liquidating, or even revenue generating.



The benefits to your organization include:

- Improved company image, with a professional response to every call
- Reduction in staff time handling repetitive enquiries leading to reduced actual staff costs
- Management control over all aspects of call handling
- Reduced number promotion costs
- Brand identity through single number promotion

Customer Call Direction

X-on One Number has a number of resources which you can use to get the caller to the right branch. The ones you use depend on policy, budget and personal preference:

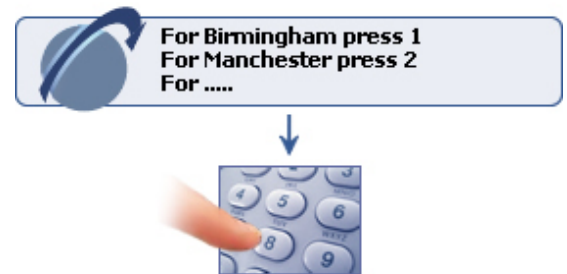
Speech Recognition

Automatic Speech Recognition means X-on One Number can act as a team of virtual operators, each routing calls according to the caller's instructions. However, it may not be suitable for all applications and should generally be used in parallel with other location methods.



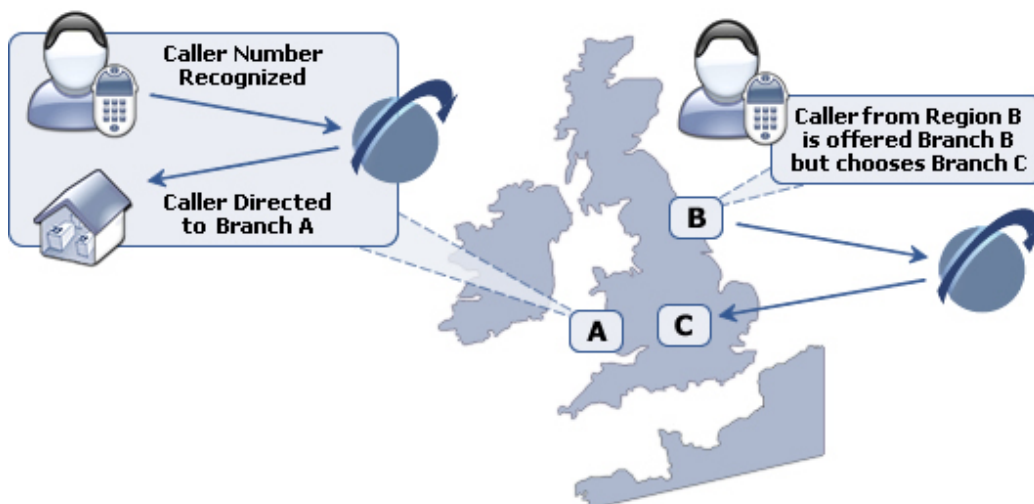
Tone Menus

For a simple application with a handful of branches, Tone Menus alone may be the most reliable, speedy and economical method of getting a caller to the correct site. Even when speech recognition is employed, we recommend that callers are given the option of using their keypad. Some callers do not like talking to a system, and in some instances it may not be convenient.



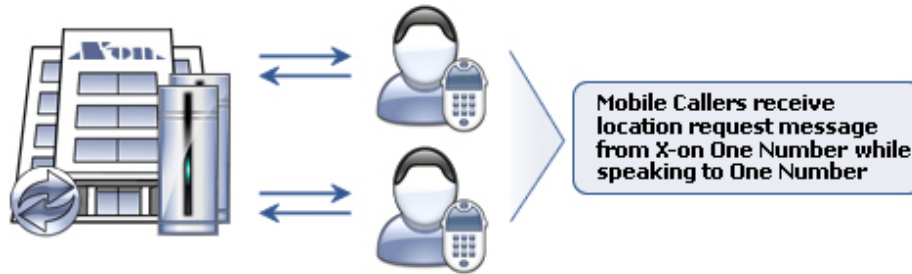
Landline STD Location

Where the calling number is passed from a caller, it usually makes sense to offer them the nearest branch, maybe with the option of choosing a different one. Catchment areas are identified during the design phase and mappings made from STD codes.



Mobile Location Technology

For clients wishing to attract nearby mobile clients, mobile location technology can be applied in certain cases, subject to cost and privacy restrictions. From most applications, speech recognition or tone menus are a better solution for mobile callers.



Central Management - Local Ownership

The X-on One Number Service gives every caller to your organization the same, high quality initial response. If you wish, a studio quality recording by a trained voice artist can greet them. When they reach the branch, they will be answered by someone with local knowledge and an interest in serving their enquiry.

At all times in the process, the system provides full management information as to the call process. Real time data can show how branches are performing in terms of answering times or call queue lengths. Busy periods and bottlenecks can be identified. Calls can be centrally recorded for training or 'Mystery Shopper' purposes. So your organization gets the benefit of a measured and quality response, yet without disenfranchising branch managers.

Reduce Staff Time on Repetitive Enquiries

Often, a large number of callers are asking the same question - the most typical is "what are your opening hours?" One Number can offer up to date information to regular callers, releasing staff time for sales related issues. Information may be static, or linked to data sources, so it is always up to date. By employing a single number, the path to enhance the service to Self-Service phone ordering or general information lines is an easy one.

Number Options, Costs and Revenue Opportunities

Typically, Non-Geographic Numbers offered as part of the X-on One Number package fall into one of the following three categories:

080 Freephone	The caller pays nothing from a landline and your organization pays for the call
0844 Lo-Call	The caller pays typically 5p a minute at all times
0871 National Rate	The caller pay typically 10p a minute at all times

When choosing a number, you should consider that callers from mobiles (typically over a third of UK callers) do not generally get the benefit of freephone, since the mobile operators continue to charge. The higher the tariff, the more chance that the service will be able to cover the running costs or generate revenue for your company.

With a memorable number, you have more chance that your customer will remember it and come back to you next time. You can brand your organization through your number and publish it with confidence throughout your promotion.

A separate X-on number for each branch can also be integrated with the main number, allowing suppliers or regular callers a short cut, but keeping them within the main infrastructure and revenue generation plan.

All the Benefits of an Outsourced Phone System

The One Number Service is built on the X-on hosted phone system platform. This means all the functionality of X-on Call Management Systems can be made available to the staff taking a call. So an inbound caller can be transferred to another branch, without redialing for example.

Each branch can be treated as a group of Call Centre agents, who login to a group to make themselves available to take calls. Callers waiting for an answer can be queued and given reassurance or promotional messages. If a caller has to wait too long, their call can be forwarded to a different branch, central call centre or to the inbuilt X-on Voicemail system.



Then voicemail messages can be forwarded to the relevant branch as email attachments. Outside hours, or at various times during the day or week, X-on can completely change the way in which calls are routed, switching them to alternative locations, information messages or voicemail.

X-on One Number is VoIP ready and the service can be fully integrated with a roll out of VoIP to sites. This gives your organization further benefits in terms of on-site equipment costs, zero branch to branch call costs, lower outbound call costs and the potential for increased revenue.

Total Control

X-on One Number is controlled by a sophisticated web management tool. One or more administrators can be allowed access to the parameters governing call handling - timers, messages, queuing, alerts...

A call management and reporting system can produce on demand and scheduled reports for all types of call activity.

This even allows central control of inbound calls in a disaster situation, so if a branch is unavailable to take calls, they can be re-routed to a different branch overflow route to alternative landlines, mobiles, or a call centre.

In addition, each user has their own log in account in order to change critical information such as which phone they are currently logged in on, to listen to voicemail messages, call recordings and to send text or other messages to other users.

For users on the move, logging in and out and voicemail may also be accessed by dialing into the system from a mobile.

Control Panel
Access all the most frequently used features here

- Home
- Phone Login/Out
- Group Login/Out
- System Admin
- My Details
- Messages (180 new)
- Phone Book
- Configure
- Support
- Report Groups
- Related Services
- Accounts Pipeline
- Quick SMS

System Admin

- Customers
- Call Groups
- Services
- Rate Cards
- Transactions
- Support Log

Configuration

- My Service
- Timers
- Alerts
- Alert Parameters
- Users
- Menus
- Email Alerts
- SMS Alerts
- Security
- Prompts
- Groups
- Numbers
- Recycle Bin (empty)

Security

- Visual Settings
- Security Items
- Assign Permissions

Links

- X-on
- PhonePresence
- Magic Numbers

Support Groups

- PP Basic Reports
- IVR Basic Reports

Help Topics

- About PhonePresence
- F.A.Q.
- Menu contents help
- Tech: Security Star
- Tech: Steps for set up new service

Feedback

- Problem with IT page?
- Let us know!

Last 10 Calls

Ans.	Time	Ring	Duration	Call Duration	Calling Number	Group Name
✓	06 Mar 2006 15:41:10	9	126		07012901234	
✓	06 Mar 2006 15:27:07	3	285		07012901234	
✓	06 Mar 2006 12:18:32	10	54		01455501234	
✓	06 Mar 2006 09:45:47	16		647	02076001234	Accounts
✓	03 Mar 2006 12:25:52	7		647	02076001234	Accounts
✓	03 Mar 2006 11:45:03	11		263	Unknown	
✓	03 Mar 2006 10:08:39	16			07974301234	Sales
✓	02 Mar 2006 09:48:59	15			07969901234	Sales
✓	02 Mar 2006 20:17:55	3		150	01455501234	
✓	02 Mar 2006 19:02:28	3		150	01455501234	

Last 10 Calls (Answered Only)

Ans.	Time	Ring	Duration	Call Duration	Calling Number	Group Name
✓	06 Mar 2006 15:41:10	9	126		07012901234	
✓	06 Mar 2006 15:27:07	3	285		07012901234	
✓	06 Mar 2006 12:18:32	10	54		01455501234	
✓	03 Mar 2006 12:25:52	7		647	02076001234	Accounts
✓	03 Mar 2006 11:45:03	11		263	Unknown	
✓	02 Mar 2006 20:17:55	3		15	07969901234	Sales
✓	02 Mar 2006 19:02:28	3		150	01455501234	
✓	02 Mar 2006 16:13:22	3		238	01780001234	Sales
✓	02 Mar 2006 16:34:30	9		0	07820001234	Sales
✓	02 Mar 2006 16:22:31	5		58	Unknown	

Last 10 Calls (Unanswered Only)

Ans.	Time	Ring	Duration	Call Duration	Calling Number	Group Name
✗	06 Mar 2006 09:45:47	16			02076001234	
✗	03 Mar 2006 09:48:59	15			07974301234	Sales
✗	02 Mar 2006 16:12:24	15			Unknown	Sales
✗	02 Mar 2006 15:37:17	9			07740601234	Sales
✗	02 Mar 2006 13:45:56	15			Unknown	Sales
✗	01 Mar 2006 14:49:37	16			02073001234	Sales
✗	01 Mar 2006 11:16:15	16			01620001234	
✗	01 Mar 2006 10:32:01	17			01455501234	
✗	01 Mar 2006 09:42:49	16			01455501234	

Why X-on One Number?

- ✓ One Number to Promote
- ✓ A Memorable Number to brand your organization and for customer retention
- ✓ Get customers to branch quickly using the best technology
- ✓ Central management of phone response quality
- ✓ Retain local ownership of inbound phone traffic
- ✓ Reduce staff time handling repetitive enquiries
- ✓ Manage branch performance and analyze call traffic
- ✓ No cost of ownership and low running costs with potential for revenue generation
- ✓ Built in disaster recovery
- ✓ No add-on devices required for Voicemail, IVR, Call Recording, Management
- ✓ Migration path for VoIP convergence
- ✓ 24/7 operation maintained by X-on engineers
- ✓ Backed by a company with years of experience and thousands of clients

Peace of Mind

One Number is a wholly owned product of Storacall Technology Ltd T/A X-on, incorporated in 1979 and since wholly involved in the development and sales of voice telecommunication products. X-on has interconnects with the UK Telephone Networks and the Internet at dual resilient data centres in London's Docklands and Framlingham, Suffolk.

The client base ranges from small enterprises to the FTSE 100 quoted and public sector organizations. X-on recognizes that quality of customer service is a key concern to organizations wishing to outsource and prides itself in a client base that will attest to a personal and responsive approach.

For further information please contact our **Sales Team** on **0333 332 0000**.

