

10

TOP TIPS
FOR BUYING
A BUSINESS
PHONE
NUMBER



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A phone number can say a lot about your business...

By choosing it correctly you can leverage yourself above your competition.

Ensuring that you are on the right type of package is also very important, particularly if telephone communication plays a big part of your day to day activity.

To help you in your quest to get it right, we've put together these 10 top tips.



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1

Know your numbers

Know your 01s from your 08s – your phone number says a lot about your business.

A local 01/02 number suggests you're a specialist business and operating in a specific geographical area.

0800 numbers are free to call from any UK landline or mobile, give your company a national identity and can improve response rates.

030 numbers are designated for charities, non-profits and the public sector.

033 numbers say you're a professional business and can be highly trusted.

0845 numbers give you a national and professional image.



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The cost of your number

It's one of the most common questions from businesses looking for their perfect number but an entirely valid one.

The price you'll pay will depend on the types of calls that you need to make and the features that you need.

At Windsor Telecom we are competitively priced - so we can really help to save you money. Look how we compare to BT when buying an 0800 number:

BT	Windsor Telecom
Basic daily or monthly call stats Pay per minute £10 per month	Call routing automation Real-time call stats Bundled landline or mobile minutes. Dedicated Account Manager. Smartphone Control App £12.50 per month



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Know the costs to your callers

It is important that you know how much your chosen phone number will cost you and your customers.

If your business relies on customers calling you, consider a free-to-call or reduced rate number such as 0800, 0333 or 0300 number. These numbers are included within many call packages and let customers know that their call is important and that you are an established and professional business. For an extensive list of call costs search "ofcom call costs".

Knowing the cost to your callers plays an important role in choosing the perfect telephone number.



4

Know what you need

Ensure you have a clear view about what call handling features and capabilities your business requires.

How many staff will be using the system?
Do you need conference calling capabilities, auto-attendant, voicemail, call forwarding or integration with email?

Deciding on what's important to your organisation is an important step in deciding which business telephone number and related package you'll require.

Your Callers



0800 123 4567

Your Number

Automated Call Routing



9am - 5pm

Set your office opening hours

5pm - 9am

Set where calls are sent out of hours



The Office

Landline or Mobile
anywhere in the UK



Voicemail to Email

Get voicemails sent
to your inbox



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Plan ahead for all the features you may need

Plan ahead and make sure your package is scalable so as your business grows, you can add extensions and features as and when you need them.

Find out about handling features such as call rerouting so you can route calls to another landline or mobile, useful if you relocate or work from different locations such as in the office and at home.

If you're anticipating a large volume of callers, think about call queuing or a virtual switchboard, both are ideal if your organisation has a number of different departments or offices.

There's also the option of upgrading to a complete unified communications package with Windsor Telecom.

One provider, one bill and all your communication needs met. Get in touch with us for more information on how you can get access to Email, phone, mobile, instant messaging, conferencing and much more with one package.



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Make the number memorable

Handpick a memorable number of your choice and make it easier and more convenient for your customers to contact you, giving you an advantage over your competition.

The most memorable numbers are patterns:

Repeats of single numbers – 1111

Repeated Pairs 1122

Double repeats 1212

Consecutives – 1234

Step up or step down – 1232

Mirrored numbers - 1221

Try saying potential numbers out loud if they sound catchy then it's more likely that your customers will remember it – in the future, these numbers could even become part of your branding (think of 118 118).



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Make it customer focused

It's good practice to get a local and memorable number with great call tech options but when you put it all together, does it create the perfect environment for the customer?

At the end of the day, the customer is king and from the moment they pick up the phone, you need to ensure that your setup allows them to find the answer to their solution almost immediately, or at the least make them feel valued.

As the experts, we've had years of experience in creating the most ideal phone environments to ensure a smooth customer journey for both your business and who you're trying to attract, so why not ask us for a bit of help and guidance?



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Get statistical

Once up and running, keep measuring the performance of your number by using call statistics.

Call statistics can give you valuable real-time information about your customers and the quality of service that you're giving them. Reports can show a whole host of statistics about missed, engaged or answered calls - very helpful for planning staffing and making your business more efficient.

Our Vision call statistics package is extremely easy to use and is included as standard in all of our call packages helping to save you time and energy, as well as aid future business growth.



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Consider how to advertise your number

To make the most out of it, your number will need to be out there as much as possible. Print it on business cards, invoices, stationery and leaflets. Put it on the side of vans or other vehicles. Go online, get yourself a website and get listed in relevant directories such as Checkatrade, Yell and Thomson Local. If you haven't already, create a Facebook, Twitter, Instagram or LinkedIn account to help spread the word about your professional phone number.

Once you've chosen a number range, this will help project what you want your business to look like to both customers and future customers.

Check out our blog:

[**4 Ways To Market Your New Business Phone Number \[For Free\]**](#)



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Get advice from an expert

We provide numbers for thousands of businesses across the UK, including the RSPCA, BBC, eBay and countless SMEs. At Windsor Telecom, we've got the experience and know-how to help you get the most out of not just your phone number but how you connect with your customers on a daily basis.

Sound good? Well, we're also offering a 30-day free trial available to all businesses who wish to see the benefits for themselves with no fee and no obligation to buy. See for yourself first-hand what the Windsor Telecom difference is.

To help you on your way, take advantage of our 30-day free trial with no obligation to purchase!

For more information on our free 30-day trial or anything else, call us on 0800 999 6629 chat online at windsor-telecom.co.uk

TRY ONE FREE FOR 30 DAYS