

ATL Newsletter

Tips for Managing Your Toll-Free Numbers

May 2003

Some of these hints are recycled from a newsletter from several years ago. They are still relevant.

MAPPING

We always assure you we'll finish orders the same day they're received. We need to add a caveat to that. Mapping is very time-consuming and specialized. Please check and we'll give you a date we expect to have it done.



TROUBLE CALLS

When you call your customer or the person who placed the trouble call, that's usually the last we hear of it. Sometimes, when you do not respond, the person will call again – sometimes every hour. You are charged for every call, including those subsequent calls. The charge is \$7.50 during business hours and \$15.00 after hours. So you may want to do whatever is necessary to prevent more calls, perhaps by having us change routing, disconnect, or whatever will stop the calls.



RESERVED NUMBERS COST MONEY TOO

The SMS imposes a charge of 21.19¢ per month for each number on our Resp Org. This includes reserved numbers. If you have us CIC them at the same time, we don't charge to reserve them. To just reserve and hold numbers we charge \$5 for up to 15 numbers. They are reserved for six weeks, then they revert to the pool.

Let us know if you want unneeded numbers returned to spare – there is no fee.



CUSTOM RECORDINGS

“My customer wants a recording on his disconnected or changed 800 number.”

We can provide a recording giving a new number or specific information as needed.

“My customer wants to provide more information in areas where the number is blocked.”

A recording can give the customer's local number. This keeps the toll-free call short and probably stops repeat calls.

The cost of a custom recording is \$12 per month, and the toll-free customer will still be charged for the calls that reach the recording.



800-555-1212

If your customer would like to be listed in the AT&T 800 Directory, call us. We can set up a contract to provide that service through AT&T.

Be prepared for sticker shock – it's expensive.



DON'T BE TALKED INTO RELEASING YOUR NUMBERS

A few carriers have told our clients that the carrier must be the Resp Org on certain kinds of orders. You may be dealing with someone who does not understand the function of an independent Resp Org. ATL can do any type of order. Please ask the carrier to call us or conference us on. We will help the carrier understand. You contracted with ATL so your numbers would not be under the control of the carrier – don't give up your control.



APPLICATION SELLING

Did you know that a toll-free number can ring to any number, even one not belonging to you or your customer? Imagine your customer is a consultant who travels a lot. She stays in constant contact with her biggest client. Why deal with the cost and the hassle of calling cards? She can order a toll-free number from you that is charged to her but rings to her client's location. The client at the ring-to thinks he's being called on his local number! You have solved your customer's problem and added to your revenue.



VANITY NUMBERS

Remember we will help you find numbers your customers will be delighted with – such as spelling their own names or matching their local phone numbers.



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