



evolving toll-free services for e-commerce, text messaging

high recall

A half century after they debuted, toll-free numbers remain as popular as ever. More than 40 million are currently in use by businesses, colleges and other organizations.

Vanity toll-free numbers such as 1-800-FLOWERS and 1-800-PLUMBER are widely used because they're memorable. These drive business because when consumers need something, it's convenient to call a number they remember from commercials, billboards and website banner ads.

In fact, one study found that vanity toll-free numbers have a 75% higher recall rate than randomly assigned toll-free numbers. The study also found that in advertising, vanity toll-free numbers have a 57% higher recall rate than URLs.

Many government agencies and nonprofits also use vanity numbers. One example is 1-800-DIG-RITE,

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Also known as short message service (SMS), texting is nearly ubiquitous. Every mobile phone sold over the past 20 years has an SMS application pre-installed. Every mobile service provider in the world supports SMS, and most include texting with every voice plan.

Today, consumers expect to be able to send messages to any phone number, including office landlines and toll-free numbers. As a result, it is increasingly likely that they would text a toll-free number rather than call it.

Unless those phone numbers have been configured to receive text messages, these messages go unanswered — frustrating customers and prospects, who may take their business elsewhere. In fact, 32% of customers have indicated that they would stop doing business with a brand they loved after just one bad experience. That “black hole” could squander the money that businesses spent on advertising and marketing whose call to action includes their toll-free number.

TruReach Toll-Free 8MS is a software-as-a-service (SaaS) for toll-free provisioning, text enablement, least-cost routing and business continuity. Its intuitive graphical user interface and automation

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+1 732.699.6800
info@iconectiv.com
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