



## WIRELESS DEALER USES CUSTOM 800 NUMBER TO TRACK ADVERTISING AND PROMOTION RESPONSES

### 1-800-NEW-RING

**BACKGROUND:** Wireless dealer with 40 locations on the East coast executes numerous promotions and uses radio, billboards, and direct mail to advertise in their markets and announce promotions.

**CLIENT:** Intouch Wireless - Hawthorne, NY

**CHALLENGE:** The retail wireless industry is a crowded market. Intouch was searching for a way to track incoming calls and response rates to promotions and advertising programs in order to understand precisely what consumer needs are, and what they respond to.

**STRATEGY:** Track incoming calls with a Custom 800 number. Activate the account with Call Recording to playback conversations and pinpoint individual callers' needs.

**RESULTS:** Intouch Wireless activated three Custom 800 numbers in order to track the various media outlets they advertise in; **800-NEW-RING, 888-NEW-RING and 888-8INTOUCH.** The ability to track incoming calls to specific advertisements and promotions has proven to be invaluable to Ivan James, Vice President of Marketing for Intouch Wireless.

“When a consumer receives a direct mail piece they are in a very different frame of mind then when they are listening to the radio or receiving a phone call,” says James. “We use the tracking reports to modify our strategy and promotions based on consumer response to our marketing programs.”

James chose to work with **800response** for several reasons. “The utility of the service is user-friendly and the reports are comprehensive.”

The recording service has also proven to be very helpful to their business. “We can playback conversations to identify a callers' specific needs. It also allows us to educate the sales team to really listen and unearth the diverse reasons people are calling, and what promotion or advertisement they are responding to.”

According to James, Intouch Wireless selected **800response** because of the prompt turnaround time and exceptional customer service. “When **800response** says they will complete a task, more often than not they are able to execute that task before the promised deadline, and that is important to the fast paced nature of my business.”