

## Hot Tip #24



### Toll Free Number's

#### Increase Response Rates and Add Professionalism to your Business

Often times, small businesses miss out on lucrative opportunities due to the fact that they are perceived as just that, small. Consumers may associate small businesses with inexperience, thus inability to consistently deliver quality goods and services. As the owner of a small to medium size business, you know that this perception is a myth and that smaller businesses can actually add a great deal of value to a business deal.



One way to increase the perceived degree of professionalism of your company, thus gaining the trust and business of consumers, is through the use of toll free numbers. Some benefits of using these 800, 866, 877, 888 include:

- Attract a larger response. Up to 30% more than advertisements without a toll free number
  - Even higher response rate with vanity numbers
- Increase customer's confidence in the security of doing financial transactions with your company
- Enjoy a large number of features such as:
  - Forward calls to any location
  - Area code blocking - block calls from specific area codes
  - Area code routing - route calls from specified area codes to a particular extension
  - Time of day routing - divert phone calls to a specific location or phone depending on the time of day

ITS has all of these features and more available to you and your business. Contact your ITS representative today to determine how Toll Free numbers can help your business.

**\*\*Did you know that the FCC predicts that the supply of available toll free numbers (800,866,877,888) will be exhausted as early as November 21, 2010? Due to this fact, a new 855 toll free number will be introduced on October 2, 2010. These will be provided on a first come first serve basis, so if you are considering adding a toll free number to your business - now is the ideal time to grab your vanity number with the 855 prefix!**

For more information about toll free numbers call our Client Services team at 800.876.4ITS (4487) today!

#### [\\$20 Gift Cards to Celebrate 20 Years!](#)

To help celebrate our 20th Anniversary, ITS is randomly selecting customers to receive a \$20 ITS Gift

Card each month! Winners will receive the Gift Card included with their bill, so be sure to check yours!

Congratulations to the following randomly selected clients who received a \$20 giftcard with their August statement!

Brooke Video- Grass Valley, CA  
Shutter & More - Chatsworth, CA  
Hempshak - San Luis Obispo, CA  
Stockdale Podiarty- Bakersfield, CA  
Wolf & Moon Products - Cambria, CA

Also, congratulations to these randomly selected "Customer of the Week" Gift Card winners -- in appreciation of your loyalty and celebration of our 20th Anniversary!

Glastar Corp - Chatsworth, CA  
Law Office of Jerry K. Staub - Glendale, CA  
Reset - Simi Valley, CA  
Law Offices Of Richard E. Williamson- Torrance, CA

**\$20 off any New Service**

*Celebrating  
20 Years  
in Business!*

**ITS**  
Integrated  
Telemangement  
Services, Inc.

**Call 1-800-876-4ITS**  
mention promo code: ITS2020-1  
offer expires 12/30/10

ITS realizes that these days all businesses are looking for ways to save money and improve efficiencies. In response to this, ITS has put together this Hot Tips mailing with the goal of providing our customers tips on how to save money or improve efficiencies in their business. You can look forward to a new Hot Tip in your mailbox every month.

At ITS, we truly value our customers and are committed to helping you with your communications and networking solutions by being your telemangement expert so that you can focus on what you do best and not worry about technology getting in the way. If you have ideas you would like us to explore further or would just like to send us feedback, please send an email to [HotTips@its-omni.com](mailto:HotTips@its-omni.com).

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