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General ideas of toll free numbers by [James Allen](#)

Article published on July 17th 2012 | [Communication](#)

If you find that customers are reluctant to contact your business over phone because of the phone call charges, the easiest way out for you is to opt for a toll free phone.

A toll free number can be an effective marketing tool whatever the size or scale of your business. Having a toll free number lends your business a corporate image and greater credibility.

Prospective customers will develop a sense of confidence when dealing with you. Once you possess a toll free number, you straightway acquire a level playing field with big corporations. Please know that much of the success of your business depends on your image and brand recognition.

As people will start making call to your company without inhibition, your customer base will enlarge leading to increased sales and concomitant profits. Several studies have conclusively shown that mentioning a toll free number in a trade advertisement elicits 40 percent more response than the ones that does not provide toll free numbers.

The plain truth is toll free numbers motivate prospective customers to call your business, because they are not required to pay the call charges. Even your existing customers will call you more frequently and this will help you build strong customer rapport. A toll free number makes it easier for your customers to reach you and get their queries about your products/services answered. Many marketing professionals agree that toll free numbers help CRM (Customer Relations Management).

Yet another important benefit of having a toll free number is its portability. If you move your business for any reason, you can still be reached by your customers, and there will be no disruption to your customer communication. Interestingly calls to your toll free phone number can be sent to your cell phone, pager, email, and even her home phone and this ensures you do not miss out on your incoming customer calls. Interestingly, even if you change your service providers, you can still retain the same toll free number.

It will be much easier for your customers to remember your toll free number if you opt for a vanity number. The vanity number will also contain a word broadly indicative of your brand or type of business. For instance, if a florist has a vanity number like 1-800-Flowers, it is lot easier for a caller to remember than a toll free number like 1-800-356-9377. Customers are more likely to call you with a vanity number and that will possibly generate more sales and more than compensate the incoming phone charges you will pay. With the recent release of 855 numbers, there are more vanity numbers currently available.

Toll free numbers are also easy to install and come with a host of useful features and bonuses. These include audio conferencing, voice notification, call recording, call forwarding, automated attendant etc. Toll free numbers come in five different matrices - 1-800, 1-888, 1-877, 1-866, and the newest, 1-855. These toll free number codes are only seemingly different but function in the same manner.

When obtaining a toll free number for your business, you must understand how important your new toll free number will be to your business, in what different ways it will serve your customers, and how useful it will be to your branding efforts.

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Article Keywords:

VoIP Phone Service, Call forwarding, Toll Free Numbers, Internet Phone, pbx system, business phone

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