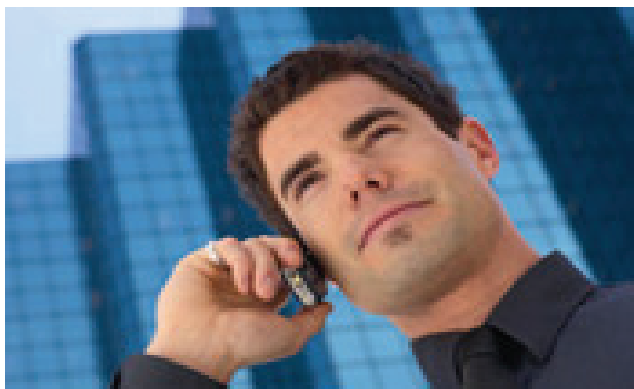




TWML Inbound is an Independent Telecoms Company providing a specialist consultancy service for Inbound Call Management and Business Continuity Services



“Maximise the control of your Franchisees with effective inbound call handling & management”

To find out more, talk to us today:

**0800
412 5555**

franchising@twlinbound.com
www.twlinbound.com

OUR LATEST INNOVATION IN FRANCHISE TELEPHONY

- Provides the Master Franchisor ultimate control of all incoming calls to each individual Franchisee as well as any main call centres
- Prevents loss of trade by stopping inbound calls going astray in the event of the unexpected
- Gives the Master Franchisor control over inbound calls when a Franchisee defaults or leaves the Franchise
- Provides the Franchisor a means to help its Franchisees manage their businesses
- Provides the Franchisor a means to help its Franchisees advertise more effectively
- Builds a stronger telephone network for the Franchise as a whole
- Promotes a more professional image
- Improves and maintains consistency of Franchise branding
- Ensures that all inbound contact numbers are fully compliant with latest Ofcom numbering policies

All these ways help to strengthen your Franchise, and are considerably less expensive than you might think



Can you call back later...?

When helping your franchisees set up their business, what guidance do you give on the type of phone numbers they should use for advertising and marketing? **Victoria Shelley** of TWL Inbound reveals problem scenarios, which can result in losing calls and advises on how to avoid this

In any franchise, one or more of the following scenarios will inevitably occur at some point:

- One of your franchisees chooses to leave your network
- A franchisee is off sick and unable to work
- A franchisee gets into financial trouble and cannot operate the business professionally.

What systems do you have in place to make sure that sales calls are still answered by the right people, so that a business can continue as usual?

TWL Inbound has developed the perfect solution for master franchisors to manage all the inbound telephone requirements of their franchisees. This

gives them the ability to control where all incoming calls are routed.

No missed calls

Through its experience of helping hundreds of businesses manage their inbound calls, TWL Inbound is ideally placed to give you not only the best advice, but also the best solution to make sure your franchisees never lose trade because they didn't answer their phone.

If a franchisee uses their own telephone number for their advertising, what do you do if they leave your network? They may well have left the good name of your franchise behind, but their customers will still be calling them thinking that they are dealing with you! By controlling and supplying the telephone numbers that your

franchisees use, if one of them leaves, you can ensure those valuable sales calls are rerouted to another franchisee.

TWL was approached by Drain Doctor to help the company manage and migrate all its inbound numbers from another carrier. TWL put in place a simple and cost-effective pricing structure as well as simplified billing. Drain Doctor's head office now has complete control over the numbers and can also ensure that incoming sales calls are always routed to the most appropriate person. TWL provides an online management system that means Drain Doctor can change where calls go at the touch of a button. Drain Doctor's operations department also has access to a wide range of management reports that show how quickly franchisees answer their calls as well as the numbers received.

Drain Doctor became aware that certain types of numbers can either encourage or discourage people from calling its business. Therefore, we have helped them select the right numbers for its Yellow Pages advertising. The added ability to view 'real-time' call stats online means they can monitor the success of their advertising.

By using TWL you can ensure that incoming sales calls are always answered both quickly and professionally. A happy and satisfied customer will always use a business again, and by providing an efficient service via the first point of contact – the telephone – we can help both you and your franchisees gain returning customers. ■



For more information contact Richard Bernard, Managing Director, or Victoria Shelley on 0800 412 5555 or email franchising@twlinbound.com