



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:

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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

It's for you!

Since the summer issue of Franchisor News, TWL Inbound has received numerous enquiries from franchisors interested in finding out how its specialist telephone services could benefit their network. **Victoria Shelley** of TWL Inbound reveals what you could be missing out on...

TWL Inbound was recently approached by a leading UK-based franchisor, who was seeking guidance on how to restructure its communications systems. TWL was confident that it could offer the best solutions so a meeting was arranged, a proposal then written and then TWL was authorised to proceed.

TWL Inbound's proposal includes porting the central 0800 numbers and creating a detailed call routing facility that directs all callers to the nearest franchisee. This will enable calls to be routed depending on the area that they are calling from, the local telephone exchange, or the nearest mobile phone site. The system will then link in the various postcodes within each franchise area to ensure even more accuracy of routing. If a particular franchisee does not answer their phone, the call can then be routed either to head office or the next nearest franchisee, ensuring that calls always get answered.

The franchisor also wanted to update its strategy for its marketing phone numbers, so TWL has suggested using a selection of freephone and local area code numbers, therefore matching the best type of number for each specific advertising media. These numbers will be 'virtual' numbers that can be pointed to any landline or mobile, and switched to terminate on any alternative line instantly when required.

This simple solution will provide effective business continuity and disaster recovery, and such methods are more important than ever during difficult financial times.

If the franchise network needs to restructure, or if a franchisee is not available to answer their phone, all their incoming business calls can be answered by a nearby franchisee

or head office. This ensures that no matter what the circumstances, no business is lost.

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The franchise will have its own portal set up on the TWL Inbound website where it can manage its own inbound numbers and download detailed reports that show real time statistics. These reports will show data such as the time each call was initiated and duration.

TWL will also provide BT landlines or take over existing ones for each of the franchisor's shops, along with the provision of a high quality broadband connection, thereby providing a single bill solution to all its franchisees and ensuring that they get the best price possible for services. In times of financial pressure, this is an additional way that the franchisor can ensure it is supporting their franchisees as best as possible. All the billing that is sent to franchisees is branded with the franchisor's logo as will its number management portal.

By working with TWL Inbound, the franchisor can deliver a professional service to its customers via the most common point of initial contact, the telephone. First impressions can mean the difference between no sales, one-off sales and repeat business, and by

improving the communications within the franchise TWL aims to ensure the latter is achieved every time. ■



Please visit TWL Inbound's page on www.franchiseinfo.co.uk/news/twl to discover who TWL will be working with on this project.

For more information contact Richard Bernard, Managing Director, or Victoria Shelley on +44 (0)800 412 5555 or email franchising@twlinbound.com.

