

INTRODUCTION TO SWITCHBOARDFREE



WHAT IS SWITCHBOARDFREE?

SwitchboardFREE is the UK's largest and fastest growing free call manager. Over 34,000 businesses in the UK have already registered for this service and that number is growing daily.

Lost and unanswered calls cost companies thousands of pounds in lost revenue. Now you can organise your inbound telephony in one place. It's easy to use and simple to set up. Our powerful call organiser is an essential business tool for companies, marketing departments, call centres and home workers. Empower your business with Free 084 numbers connected to our powerful call handling system and see how we can help your business to prosper.

Your customers will never hear the engaged tone and you will never miss a call again. This system has many useful features that will benefit your business. Whether you want to create a more professional image, have a national presence, manage your incoming calls more effectively, track your inbound response from your adverts and marketing campaigns or install disaster recovery for your phone lines, we have the answer!

When you sign up to this service some of the features you will benefit from include:

- 5 free 084 numbers and a free call organiser
- Redirect your calls to multiple UK landlines or UK mobiles
- Choose the 'on hold' music you like from our long list
- Queue customer calls during your busy periods
- Voicemails and missed call alerts sent to your email and phone
- Identify which number is being called with call whisper
- Block unwanted callers and prioritise your best customers
- Track your marketing with a new number on each ad/web page
- 084 numbers work alongside your existing number
- Integrate with Google Analytics for call tracking

All of these features and more are available from the moment you sign up for your SwitchboardFREE account and because our control panel is web based you will not even have to wait to download specialised software but can enjoy these features immediately after you have initially logged in.

If you have any more questions about this service please refer to the Frequently Asked Questions pages or ring us on [0203 189 1213](tel:02031891213) (9am to 5.30pm Monday-Friday).

WHAT IS CALL TRACKING?

If you are involved in SEO, have an e-commerce site or your business relies on web traffic, then 'Web Tracking' and now 'Call Tracking' is a must have. Whilst an online presence is essential we must not forget all important offline and print advertising too where Call Tracking is invaluable.

Call Tracking, which records information about incoming telephone calls, but not the conversation, allows you to track both on and offline marketing. It enables a business to track phone calls to certain numbers and supply important information as to what is literally making your phone ring.

Call tracking with SwitchboardFREE enables you to use a different number on each form of marketing, both online and offline. Track calls received from individual numbers on your websites or web pages, monitor call traffic received from your newspaper advertising or leaflet drops, and [use Google Analytics with SwitchboardFREE](#) to view online call stats in real time or Campaign Reporting to monitor and analyse call traffic alongside web traffic. Detailed reports can be generated that show you exactly which areas of your marketing activity are generating phone calls, allowing you to concentrate your efforts on the marketing that is bringing in the business. Divert your marketing budget to the most effective marketing activities and increase your return on investment (ROI).

[Sign up](#) today and start tracking your calls now with **5 free 084 numbers** – see how it can work for you by watching the our [video](#).

There is no limit on the amount of numbers you can track using the system. If you require additional numbers to use on your account or would prefer to use local or non-geographical numbers then visit [compare number packages](#) or contact us today on [0203 189 1213](tel:02031891213) for a bespoke package.

TRACK OFFLINE MARKETING

Utilise SwitchboardFREE services to track calls made to all of your offline marketing and access free campaign reporting tools to monitor the response to each campaign you run.

Allocate separate phone numbers to each piece of marketing; including leaflets, posters, banners, print media adverts, TV and radio ads as well as many more. There are no limits on the number of telephone numbers you can track. As with all your SwitchboardFREE numbers, calls will divert through to your identified redirect numbers – be it landlines or mobiles to enable you to take the calls.

Set the call notification (Call Whisper) to inform you where the call has come from. When you answer the call you will hear a short message that enables you to answer your calls effectively; e.g. 'this is a call from your newspaper advert.'

Utilise reports to monitor calls received from each type of marketing on a daily, weekly and monthly basis. Run reports showing all calls received, answered calls, missed calls, unique callers, voicemails, call-back lists and even activity by time of day. Use this tool in conjunction with 'Campaign Reporting' to run in-depth analysis on the effectiveness of your activities and which is giving you the best return on investment. Know where your money is being spent and the return you are getting on it. Do not waste money on ads that are not bringing you business.

To find the perfect package to meet your needs visit ['Compare Number Packages'](#) or contact us for more information.

If you would like any help or further advice on this or how any other product features might benefit your company then please call us on [0203 189 12 13](tel:02031891213).

SWITCHBOARDFREE FEATURES



Sorry We're Closed

Set your open and close times to fit the hours of your business. Callers phoning outside normal hours will be informed your offices are closed. Set the system to offer an out-of-hours voicemail if you wish which is instantly emailed to you at your designated email address. Missed call alerts will be sent to your email, including the callers number (where available) for you to return calls at your convenience, ensuring you never miss an opportunity again.



iOS & Android apps available

Get missed call alerts, listen to voicemails, redirect your numbers, amend your SwitchboardFREE number settings, record customer prompts and much more all while you're on the move. Click [here](#) for more information about the apps as well as download instructions for both Android and iOS. Great for mobile businesses – Call management in your pocket.



Instantly Re-Route your Calls

Whether you are working from home or constantly on the move, re-route your SwitchboardFREE number to up to 5 different UK

landline and mobile numbers instantly, including your home or personal mobile number. Never have to divulge your personal

numbers again. Change these as often as you like via your online web control panel or through your Android or iOS apps as changes take place instantly.



Queue your inbound calls

Limited lines into your office? We will queue your incoming calls and put them through to you as soon as a line becomes free. You can also set your account so that your caller can hear what position they are in the queue! This is especially useful at busy times of the day or if you have a particularly busy inbound campaign. Customers never hear the engaged tone and you never miss a call again! Resulting in no more lost calls.



Department Selection

Press 1 for sales, press 2 for support... With between 1 and 9 options available, set your departments to ensure effectively managed calls and enable callers to be routed to the most appropriate person or department. If we don't have your relevant department listed you can simply record your own! Ideal for growing companies, those with numerous departments, or if you have a workforce split in different locations. Your staff could be working from home but your callers will never know.



Call whisper

Whether you are using your home or mobile phone for business purposes, or if you have numerous departments, you can activate Call Whisper. When you answer the call you will hear a short message identifying the call – e.g. "you have a sales call". This enables you to answer the phone professionally and identify the call origin.



SWITCHBOARDFREE FEATURES



Customisable Prompts/Professional Introductions

Present your customers with a professionally recorded introduction or out-of-hours message that reflects your opening times and/or emergency contact information. Choose from dozens of pre-recorded greetings that are supplied freely, have a personalised introduction recorded for you*, or even record your own greetings. *costs apply



Music On Hold

Don't leave your callers listening to a ringing tone or worse still silence; choose from a wide selection of 'On-hold' music including our popular charts music which is updated every 2 weeks. With numerous genres from the charts through to acoustic and Bollywood, you will find something that will suit your business. Give your company a great phone image instantly.



Missed Call Alerts

Can't answer the call? Didn't get to the phone before the caller hung up? Already on the line? Don't panic. When a customer calls your number we record the CLI (caller's phone number) where available and instantly email it to you at the addresses you have supplied us. By instantly receiving this information it enables you to call back whenever you are free, providing great customer service, and ensures you never miss a call again!



Voicemail Service

Do you want to give the caller the option to leave a voicemail? Configure your control panel to enable callers to leave a voicemail either the start of the call or after a pre-defined number of seconds being on hold. Voicemails are immediately emailed to your designated email address and are also available via your account control panel. Whilst on the move listen to your voicemails from your [Android and iOS app!](#)



Contact Book

Utilise the contact book to put names to numbers that call you regularly. Use the mobile app to integrate with your phone contacts. Missed call alerts, voicemails and reports will show up with the customer name. Favourite callers can be prioritised to ensure that they get priority even if there is a calling queue. Unfavourable customers can have their numbers barred; when they call they hear your out of hours message and are prompted to leave a message. This means you do not ever have to take the call.



Fax to Email

Faxes are received directly in your email inbox, resulting in no waste paper, no replacing expensive toners and most importantly no need to buy expensive fax machines! Faxes are emailed to you in seconds. Fax to email also gives you the freedom and flexibility to read, share and print faxes at your convenience – even through your [Android and iOS apps.](#)

SWITCHBOARDFREE FEATURES



Campaign and Marketing Reporting

Utilise the online software to generate informative reports highlighting responses to your numbers. By using a different number on each campaign or marketing activity, SwitchboardFREE will highlight which of your campaigns/activities is working most efficiently and providing the best return on investment.



Unique Caller Lists

Create an instant database of all unique callers. Even if a caller has called you multiple times, this report will only show each caller once. This is a useful tool should you wish to gauge response to your campaigns and see how many individuals have contacted you.



Clever missed call lists

By selecting from one of two pre-defined reports you can either view a list of all missed calls, based on whatever date range you select; or you can create a unique callers report. This is the perfect way of ensuring that you respond to any calls that you may have missed. Thanks to the unique caller list you can ensure that you don't accidentally respond to the same person more than once.



Monitor busy periods

Use reports on your SwitchboardFREE numbers to identify which are your busiest times and when you are taking and possibly missing the most calls. This information will allow you to identify if you need to shift human resources to ensure that your customers' calls are dealt with in an efficient and timely manner. You can also use this to identify if you are wasting money on manning phones at certain times of day that are not ringing.



Change configuration instantly at any time

All settings can be amended live without any delay. Receiving more voicemails than you can handle? Turn voicemails off temporarily. Unhappy with keeping callers on hold for excessive lengths of time? Offer callers the option to leave a voicemail from the outset of their call. Your configuration can be changed as frequently as you like.



Provide announcement updates for current campaigns

Record your own call introductions and advise your callers of any important announcements. You may be experiencing high call volumes and want to give your customers the option to leave a voicemail rather than stay on hold. Simply record your own custom call introduction to let your callers know this and activate your voicemail facility.

SWITCHBOARDFREE FEATURES



The ideal service for disaster recovery

Experiencing issues with your office phones? Has your office suffered a power cut? Instantly change the destination number of your inbound calls to a different location or to your mobile to ensure that you never miss any important calls. You also have the ability to quickly close your lines in emergencies and have a custom out-of-hours message played to your callers.



Google Analytics Integration

Utilise Google's free analytics package to analyse your call statistics and gather geographic data on your callers. This will empower you to make informed decisions that will help with design and promotion of marketing media. You will be able to analyse your call and web traffic in one place effectively and best of all, it is completely free.

Do I need any extra, special hardware or software to use SwitchboardFREE?

No! There is absolutely no need to buy or install any specialist hardware or software in order to use SwitchboardFREE service. To be able to use our features like Department Selection (press 1 for..., press 2 for... etc) and many more all you need is a UK landline or mobile phone for your SwitchboardFREE number(s) to redirect to. If you need to make any changes regarding your account, simply log in to your account on www.switchboardfree.co.uk. Alternatively download the free apps for your [iPhone](#), [iPad](#) or [Android](#) devices and view or change your account setting on the move!

Am I tied into a contract?

The simple answer is no. There is no commitment required with any of our 084 numbers. All of our other packages have a 30 day rolling contract; therefore you are not tied into any lengthy contracts and can leave, if you choose to, at any time.

Is this a live receptionist service?

At present this is not something that we can offer however we are working on being able to offer this service in the very near future. For more information on this please contact support on [0203 189 1213](tel:02031891213).

What is a 03 number?

[03 Numbers](#) are an alternative to chargeable 08 numbers, such as 0870. These numbers allow you to have a UK wide number that is a single point of contact without your customers having to pay additional costs to call you. The cost of the call is the same as calling an [01 or 02 phone number](#). The cost varies depending on the network operator, but most landline and mobile providers offer calling packages where these numbers count towards inclusive minutes.

What is the difference between 0843 and 0844 numbers?

There is no difference between 0843 & 0844 numbers. 0843 are simply the lasts range to become available in the UK. Calling both number types will be charged at the same rate.

Can I pick my own number?

Yes, we have a wide range of numbers to choose from under each [number type](#).

Is there is a setup fee?

No.

I need more than 1 number, can I have different number types or do they all have to be the same?

You can choose from all of our number types for each individual number you require. There are no limits on the amount of numbers or types you can have on your account. If you require assistance with setting up various numbers, please call us on [0203 189 1213](tel:02031891213) or email support@switchboard-support.co.uk

My business will use more minutes a month than those included in the packages.

What can I do?

If you know roughly how many minutes you require, you can contact support by calling [0203 189 1213](tel:02031891213) or emailing support@switchboard-support.co.uk and we can look to create a bespoke package for you. Alternatively you can set up Auto Credit Top-Up facilities to ensure that you never run out of credit. Each time your account reaches £2.50 or less it will be topped up using the credit or debit card you registered when setting up the account. You will also be emailed to let you know that the credit is running low and that top-up payment has been taken.

Do you offer professional recordings?

We can provide professionally recorded custom prompts with a choice of male or female voice to match in with all of your other standard prompts, maintaining your professional telephone image. For a quote please send the exact script you would like recording to support@switchboard-support.co.uk and one of our team will get back to you, or call [0203 189 1213](tel:02031891213) for more information.

084 numbers could no longer be used?

Ofcom have made changes to the way that companies in the UK can use 0844, 0845 and 0871 numbers. New rules came in in mid-June to ensure that consumers calling a trader in relation to an existing contract they have with them are charged no more than a local call rate - basically existing customer service enquiries lines and complaint lines. You are still able to offer an 084 number as your main contact number and for various other departments within your business. 084 numbers remain the most widely used numbers for businesses in the UK.

Will you provide a paper invoice?

Invoices are sent on the day of payment to your chosen email address where you will be able to print them out. All invoices can be downloaded from your online account found in the main screen under Account.

Can I call out using my SwitchboardFREE number?

Our service is an inbound service only. If you wish to present your SwitchboardFREE number as your outbound number please contact support at support@switchboard-support.co.uk or call [0203 189 1213](tel:02031891213).

Do you offer a referral scheme?

If you would like to become a reseller of SwitchboardFREE and earn a revenue from this, please contact us for an information pack via support@switchboard-support.co.uk or call on [0203 189 1213](tel:02031891213).

Is this service really free? Why are there no costs?

SwitchboardFREE offers you 5 x 084 numbers with redirects to UK landlines, along with all of the inclusive features of the SwitchboardFREE service which will allow you to manage your calls efficiently, absolutely free of charge! There are no catches and no misleading 30-day trials. Over 80% of our customers are referrals and recommendations from existing users; we think that says an awful lot about this business class service.

With over 52,000 users in the UK already registered to use this service you can be confident that no other call management service will offer you better value for money. We will give your company a great telephone image and ensure you 'Never Miss a Call Again'. Our systems benefit from massive economies of scale; each month we pass many hundreds of thousands of minutes across our platform. BT pays a small 'termination fee' for each call that we accept from them, enabling us to offer this service without making a charge. We are UK based and reside in Lowestoft, Suffolk.

How much do my customers pay to call my 084 number?

Calls to 084 numbers cost just 4.2p per minute (+VAT) from a residential BT landline. That's 40% cheaper than a standard UK national rate call! Calls to any 08 number can cost more when made from a mobile phone and depend on your provider.

I have a question about Google Analytics...

Google Analytics integration gives you the ability to quickly and easily collect information on your call traffic in your Google Analytics account, alongside your website traffic. SwitchboardFREE has a feature for advanced users who are already familiar with Google Analytics. Click here for a dedicated FAQ page on Google Analytics integration.

Is this service reliable?

SwitchboardFREE is a business class product and is highly reliable and resilient. It is designed and built to serve the needs of high volume users. Currently over 25,000 businesses have signed up for an account with us.

The Switchboard is not built on a VoIP or SIP platform, but is built on a solid and reliable telephony infrastructure. This ensures that the call quality is always of the highest audio level and that the quality of each call is constant. Some of you with broadband numbers, VoIP lines or PC voice applications will know that one call can be good quality and the next barely audible. Our solution is always good quality and offers the level of reliability a professional business needs.

Our state of the art Soft Switch is co-located in London and is connected with a number of tier 1 carriers including BT, Virgin and Cable and Wireless. Our infrastructure is dual redundant and we boast a consistently high uptime of 99.9% to keep your business running smoothly. Of course from time to time we have to fix and maintain our platform, but in most cases you will not notice when this happens. We have a team of dedicated in-house technical staff who monitor and maintain our systems 365 days a year.

How easy is it to set up?

It's extremely simple and very fast to set up. Go to the [signup page](#) and choose the number you would like to set up. You have a few simple options to choose from, which are explained on the page. It should take no more than two minutes. If you prefer, you can always chat to a member of our customer services team on [0203 189 1213](tel:02031891213), who will be happy to help you.

Will my new number be exclusive to me?

Once you have chosen a suitable number for your business it will not be allocated to anyone else while you are using it and paying for the service where applicable. For all 084 numbers you must ensure that at least one call is made to the number every 60 days to keep it active. You will receive multiple emails alerting you to the fact that your number has not been used and reminding you that a single phone call made to that number will keep it active on your account. Once you stop using the number and cancel any subscriptions, your number will be taken back and put into quarantine for a period of approximately 6 months before being made available again to customers.

Can I divert my calls abroad?

We can divert calls to numerous different countries however we ask that you contact us prior to doing so as we will need to test the cost of the call to the country prior to including it on your account. There may be additional costs applied to your account for this redirect. Should you want to redirect to an international destination please contact our customer service team on [0203 189 1213](tel:02031891213) or email support@switchboard-support.co.uk

Can I forward calls to my mobile?

Yes, we have some great packages in place for this for each number type. Please view [Compare number packages](#) or contact our customer service team on [0203 189 1213](tel:02031891213) to find out more!

What happens if someone hangs up when they are 'on hold'?

What happens if someone hangs up when they are 'on hold'? If a customer hangs up before you have the chance to answer their call we will email you their phone number, providing it's not withheld. This is an invaluable tool for your company as it ensures you never miss a call again. Imagine the last time you were in a queue and hung up in frustration. What if a few seconds later that company called you back and apologised for missing your call?! Turn a potentially negative customer experience onto a positive one! This is one of the most beneficial features a small business could want out of a telephone system.

How do you bill me for additional minutes on my number?

If you think that you may go over your inclusive package minutes, you have the option of registering for Auto Credit Top-Up or Single Credit Top-Up. Charges for additional minutes will be taken from prepaid credit on your account.

When your calling credit is getting low - £2.50 or less – you will be emailed to advise you of this fact.

If you have set up Auto Credit Top-Up we will bill the credit or debit card that you have registered with us to top your account up to £10 as standard (or an amount you have agreed with your account manager).

Alternatively you can opt for Single Credit Top-Up – this is where you would need to top up your account with a single amount as and when you need it.

Can I upload my own on hold music?

For a small fee a member of our customer service team would be happy to upload any music or custom prompt files you may have. Please call [0203 189 1213](tel:02031891213) or email support@switchboard-support.co.uk for more information.

How do I listen to the custom prompts?

You can listen to the custom prompts by going into your account, clicking on to the relevant telephone number you would like to hear the prompts for and scrolling down to the prompts. You can then select your prompt and click the play button next to the greeting you would like to listen to.

Why are my calls not being redirected?

There are several reasons that your calls are not being redirected to you.

1. Your account may not have been configured properly. To check that your account is set up correctly, log in and choose the number that you are experiencing problems with. Once clicked you will have access to the redirect settings and open/close times. Ensure that your lines are not closed and that your open and close times are set as you want them to be. If your lines are closed calls will not come through to you.
2. Whilst in the configurations you can check where your calls are being redirected to. If there are no numbers showing in the redirect boxes then your calls have nowhere to go.
3. Check the call credit on your account. If you have exceeded your inclusive minutes and have not set up a top-up facility then your callers will automatically be sent to voicemail.
4. The set-up of your receiving phone that the calls are being redirected to may not accept certain types of calls – e.g. withheld numbers. Check the settings to ensure that you can receive all calls.
5. If you have not paid your bill then the service could be restricted.

How can I see my missed and received calls for the day?

Visit 'Call Stats' within your account which will allow you to generate reports highlighting all calls, missed calls, received calls, unique callers and voicemails. You will also have the option to run a variety of reports which will provide you with invaluable information such as identifying busy periods where you may need to take on additional staff.

I don't like the introduction or out of hours message. Can I change it?

Yes you can. There is a wide selection of introduction messages for you to choose from to ensure you find one that suits your company. Just click on the one you like and save changes. Alternatively you can record your own from your phone or via the app on your iPhone, iPad and Android. It's that simple!

How do I change my on hold music?

Log into your account and click on the telephone number that you wish to make amendments to. Scroll down the page and click on the music drop down list to choose the "on hold" music that suits your company's image. If we don't have the on-hold music you require, contact support by emailing support@switchboard-support.co.uk or call [0203 189 1213](tel:02031891213) to see if we can get you the music you require. We cover the performing rights licence payment so you don't have to!

Can I get a memorable number?

We know how important a memorable number can be to your business. We are able to supply a limited quantity of 'GOLDEN' numbers for you to choose from. To check availability and choose a GOLDEN number please call our customer services team on [0203 189 1213](tel:02031891213) or email support@switchboard-support.co.uk.

Can I have more than one number?

Yes. Once you are logged on to your account you have the option to add new numbers. Each number can be configured separately, so you can have a different number for sales, accounts, customer service or whatever you require.

You are able to have different number types too, not restricting yourself to one type of number. E.g. You could have an 0800 number as your main office number but put a geographical number on a piece of marketing that is going to be placed in a certain location.

Can I divert my 084 number to my VoIP number on my home router?

Yes. Our service works perfectly with VoIP services. At times, VoIP phones can take longer to begin ringing so we give you the option to extend the ring time of your number when redirecting to a VOIP number, making it work seamlessly. You might want to check that your VoIP number is a normal geographic number and NOT a number starting with 05! 05 numbers are charged at a higher rate and we are NOT able to redirect to these numbers free of charge.

How do I cancel my account?

To cancel your account please call [0203 189 1213](tel:02031891213). We will require the first and last character of your password for security purposes.

CONTACT US

Please feel free to get in contact with us for any reason. We are always more than happy to answer any questions or try to solve any problems that you may have.

You can get in touch with us by ringing us on the number provided below. We keep office hours of **8am to 6pm, Monday to Friday**. If you ring outside of those hours you can leave us a message and we will get back to you as soon as we can. Alternatively, you may email us or use our [live webchat](#).

Call our UK support team on: [0203 189 1213](tel:02031891213)

Send an email: support@switchboard-support.co.uk

