Management Information

Maximise your marketing investment.

Silver Lining understands that as a Marketing team you are under increased pressure to provide a better service and improved return on investment when it comes to spending money on Marketing.
Silver Lining's telephone call reporting services provide you with everything you need to understand what advertising works and what does not.

- **Looking for better reporting and management on where calls come from?**
- **Looking for better ways to manage calling campaigns for you and for your clients?**
- **Need to understand how to leverage new tools such as Social Media?**
- **Do you want to understand how you can increase your return without increasing your budget?**

Inbound call monitoring

Inbound is a telephony service for both geographic (01, 02, 03) and non-geographic numbers (08 XXX) that provides online access to a full range of call routing, monitoring and managing tools to empower any marketing department with the perfect Return on Investment tool (ROI)

## Telephone numbers anywhere in the world

Use a different telephone number per marketing activity irrespective of location and Country. Running separate numbers per activity offers you a unique way of reporting on where your responses are coming from in terms of location and publication.

Rapid response

Manage incoming calls via a web portal to assist call handling across teams or sites. Use live statistics to monitors activity and change call flows to help the way calls distribute.

Call recording / PCI-DSS

Silver Lining can help protect you against fraud as well as ensure you remain compliant with professional bodies. With permission based login, you can securely access files online, retrieve call details and easily play, download, share or delete files.
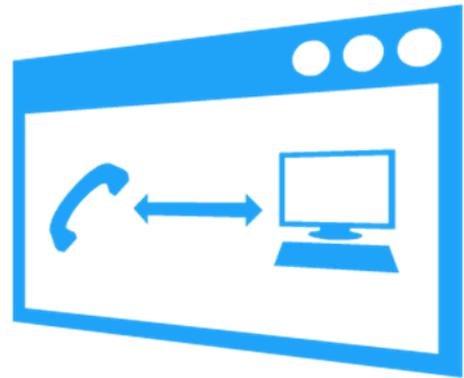
Music on hold, messaging and whispers

Enhance call handling service with music and messaging on-hold and maintain engagement with the caller whilst queuing. Additionally, for more advanced functionality where operatives may be taking calls on-behalf of various companies, "whispers" can be played prior to connection providing information on how to answer each call.

Never miss a call

Silver Lining combines advanced call routing with state-of-the-art call management that ensures you never miss a call. Time of day routing, auto failover to alternative contacts, weekend and bank holiday routing, seasonal call handling, area based call routing (calls route based on the location of the caller)

Fulfilment and automated services

Silver Lining offer a number of services that allow you to manage automated fulfilment such as brochure request via audio forms that collates data from caller, perfect for market research.

0845 313 11 11
www.silver-lining.com

Contact us for a free consultation
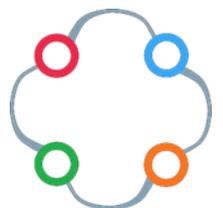
Why Silver Lining?

Telephone numbers that can be accessed from **any device or location in the world**.

Silver Lining have built highly available infrastructure that allows you to 'tap into' services available. Each application available is built on redundant servers to ensure availability is 100%. As a valued customer you also have primary access to online management which offers you flexibility, or Silver Lining can manage it for you.
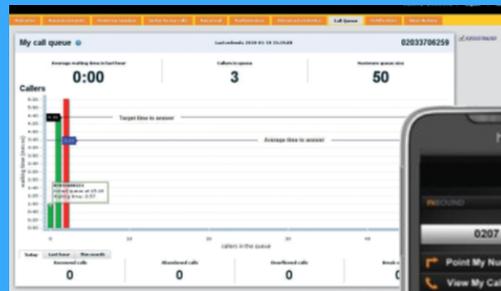
Tailored call plans built for you
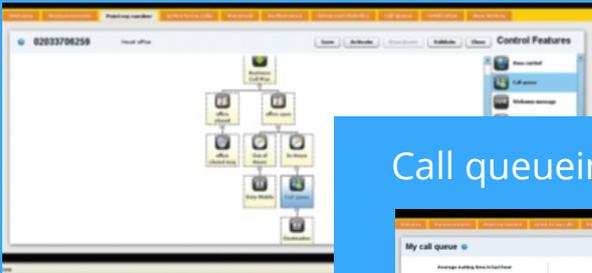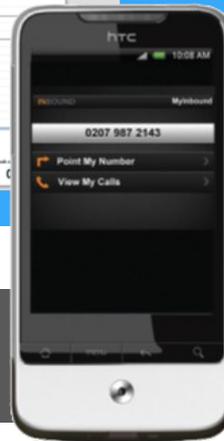
Call statistics
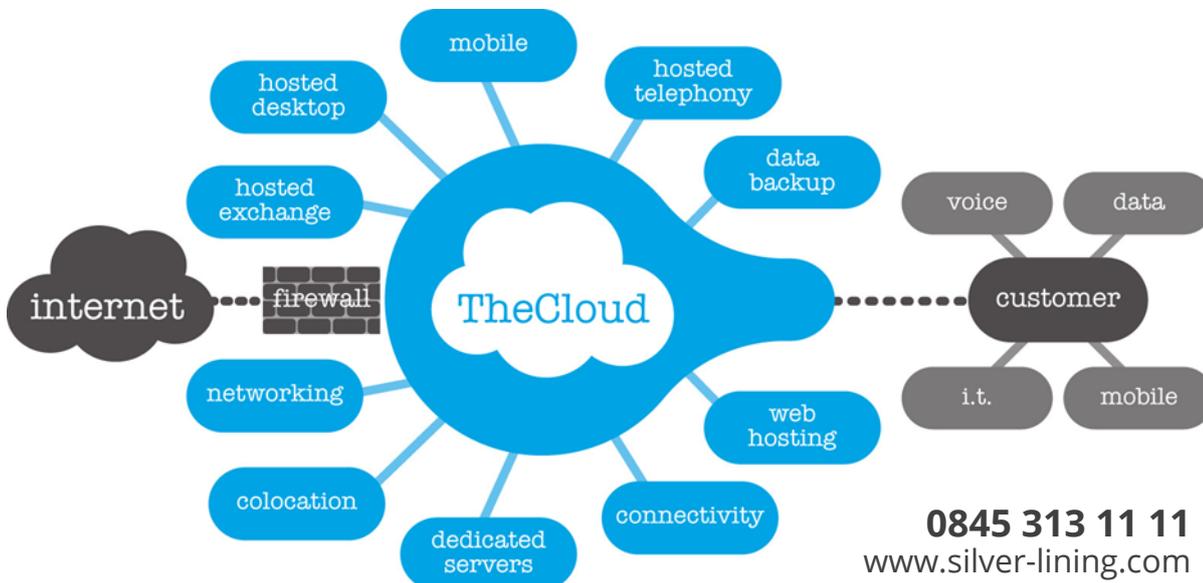
Call queueing

Inbound app

A new optional facility to enable Inbound call management from your smartphone. Great for making changes whilst on the move/in a Disaster Recovery scenario, the Inbound App provides access to key Inbound functions in addition to call history and weekly call trends.

More than just an IT provider

Silver Lining doesn't just help you supply IT services. Together with our **voice**, **connectivity** and **networking** options, we help fulfil your **unified communications** needs whilst creating **partnerships** with you.

Silver Lining empowers you to become a **highly agile business** by accessing the **latest technology** without the burden of infrastructure and software costs. As a valued Silver Lining customer you also have primary access to all of our available managed products and services.

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