

## 7 WAYS TO USE VOIP

# AS A SALES BOOSTER IN 2020



Use VoIP to transform communication and enhance your marketing strategy

### 1. MULTIPLY SALES

VoIP integrates customer information, history, and account details to give you access to information in real time when you are talking with them. You know what they purchased in the past, which clues you in on what they are likely to purchase now or in the future. Based on this information, you can offer products or services that interest them the most.



### 2. BE LOCAL, THINK GLOBAL

With VoIP, you don't need to open a separate branch in each area. VoIP offers virtual phone numbers with any area code you want. These local numbers make customers believe that you are available within their reach, and they can trust you over others. An additional benefit is that local virtual numbers save you from having to pay higher prices for long-distance calls.

### 3. GAIN CUSTOMERS WITH BIG-BRAND TECHNIQUES

VoIP holds the power of IVR, automated telephony features that interact with callers automatically, gather their information, and route their calls to the recipient, who is familiar with the incoming caller. With automated and customized services service, customers think of you as a big brand that treats their customers with extreme care.



### 4. REWARD LOYAL CUSTOMERS

Bring back old customers by rewarding their loyalty. Again, with the help of CRM tools and VoIP combined, you will know which customers have a consistent purchase record with your business. Dig them out within seconds and offer them special discounts for being your loyal customers. You will keep the flow of customers running with this strategy.

### 5. ANALYZE AND REPEAT SUCCESSFUL MARKETING CAMPAIGNS

Using VoIP, you can run multiple marketing campaigns with different virtual numbers. The numbers that receive the maximum calls will put the most successful marketing campaigns forward so that you can use them again for maximum benefits in the future.



### 6. NEVER MISS AN OPPORTUNITY

Missed calls equal lost sales. VoIP fills the gap by allowing you to make or receive call at any time, from anywhere, and on any device. VoIP will reroute the call to someone who is available to answer at that moment. With VoIP, you will never miss an opportunity, and you will keep increasing your sales forever.

### 7. OFFER UNBEATABLE CUSTOMER SERVICE

With Voip, contact business via voice call, video call, instant message, cellular phone call, or even with a traditional dial-pad phone. Get an answer on any of these channels within moments, as though the person were simply waiting for you to come and get your queries solved.



### STOP THINKING, START ACTING

Still thinking? Better start acting instead! Call Cebod Telecom and start enjoying all the benefits it offers. Don't forget to consider VoIP in your upcoming 2020-based marketing strategy.