

News Release



May 2011

Global 4 customers make more informed business decisions

With Information Management Reporting (IMR) available on their industry-leading web billing platform.

Global 4 Communications Ltd has recently offered their customers the opportunity to review both inbound and outbound raw call management data via IMR Reporting on their state-of-the-art web billing portal.

All of Global 4's clients will benefit from been given access to IMR Reporting on their lines and they can take advantage of an introductory offer of just a 5p charge per line until the end of June 2011. From July 2011, this charge will increase to £1 per line to better reflect the full value of the IMR Reporting service to their clients.

This service is optional to all clients and both the service and associated costs can be removed at any time, although Global 4 is confident that once their clients see the benefits IMR Reporting brings to their businesses they will not want to ever be without this type of information.

Here's just some of the benefits IMR Reporting brings:

- **Satisfied customers.** Knowing when and why calls from important customers are being missed allows staff levels to be adjusted, offering better customer service.
- **Cost savings.** Monitoring periods of lower call activity allows businesses to make improved cost savings on every-day running costs.
- **Increased productivity.** Businesses can grow by maximising the efficiency of their staff during your peak periods of call activity.
- **Responsive decision making.** Real call management data allows businesses to make more informed decisions when they matter.
- **ROI.** Measuring the success of a local advertising campaign with a geographical call spread chart (as shown right).



To put this into perspective, one of Global 4's largest clients was recently shocked to find they were missing over 25% of incoming calls which was resulting in lost business! By using the IMR Reporting available via Global 4's industry-leading web billing platform they have been able to increase staff capacity during peak calling hours to give better customer service and win new business.

"Having access to this type of data is so exciting. Our customers can really see their usage allowing them to make more informed business decisions."

Nigel Barnett, Managing Director, Global 4 Communications Ltd

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