


A woman with grey hair is smiling while talking on a mobile phone. A man with glasses is looking down at his phone. The background is a blurred indoor setting with a window.

**Collaborate  
& Evolve**

**2016  
Toll-Free  
User Summit**





# General Session

# Marketing Update

Michelle Larsen, VP, Customer Engagement  
Somos

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User Summit

# Michelle Larsen

**VP, Customer Engagement**

- **20+ Years as a Marketing Professional**
- **The Voice of the Customer**
- **Call or Text 844.HEY.LARSEN**



**Collaborate**

**Evolve**

**Deliver**



**YOU**



# 1967

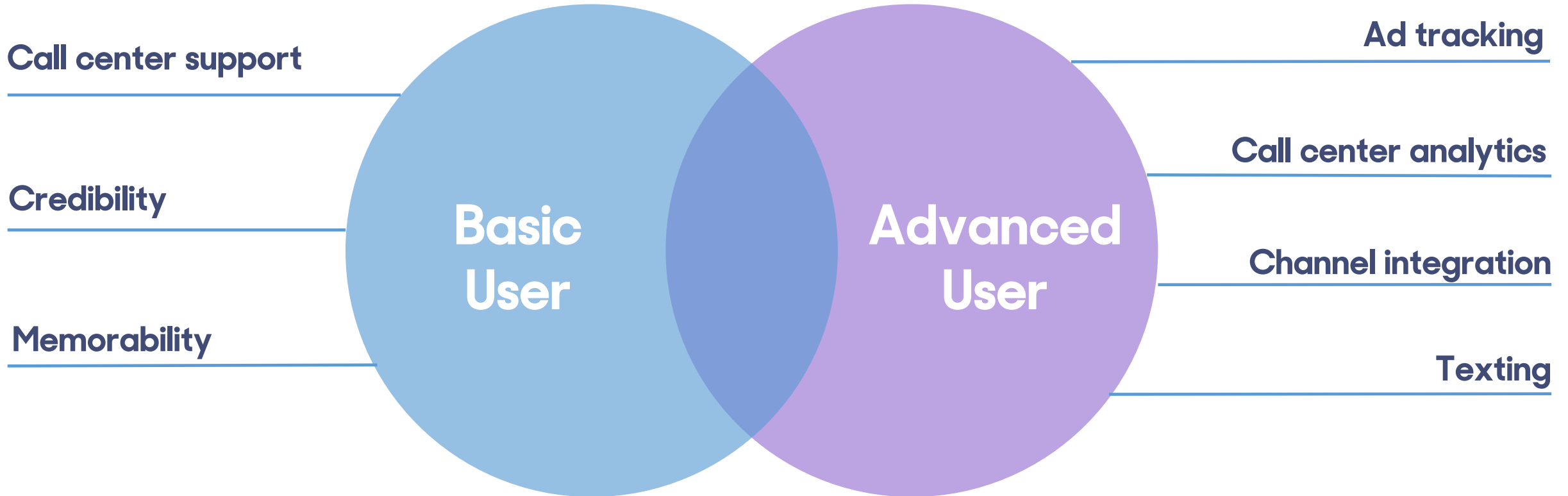
Free calling for consumers

# 2017

Diverse applications

# Toll-Free Research

# What We Heard from Enterprises



# What We Heard from Consumers

- 74% perceive Toll-Free as relevant
- 76% want to text a business



# Marketing Toolkit

# Marketing Toolkit



## The Front of the Line

Want to get to your customers before everyone else? You need to communicate with them in the way that puts them and their lifestyles first.

Mobile commerce is new way of shopping. Texting is the new way of communicating. If businesses can bring them together to meet today's demanding consumers with the right experience, they'll be miles ahead of the competition.

Our world is driven by the smartphone. The ways we stay in touch, navigate our cities, enjoy our favorite content, document our lives, and run our businesses circulate around the rectangular device in our pockets.

When it comes to retail, the overarching preference for mobile is driving e-commerce away from the desktop and onto the smartphone. In 2014, mobile shoppers spent \$19 billion, and in 2016, that number is expected to hit \$31 billion. And by 2017, revenue from mobile commerce will equal 50 percent of all digital commerce in the United States.

These numbers are compelling, but it starts to get interesting when you look at the ways that mobile phone as a communication device, as well as a shopping search engine, has affected retail. As analytics get more advanced, researchers are finding more correlations between how Americans communicate and how they spend money.

It starts with a mobile ad that tantalize with special offers and sales. Some ads direct to a website or an online brochure, but some ads point people to a phone number. By 2018, a total of 73 billion calls will be made from mobile search ads. In fact, click-to-call commerce is projected to be a \$1 trillion per year market.

While a phone call is not a new kind of marketing channel, it's certainly one of the most lucrative. Google reports that 70% of mobile searchers have used click-to-call to connect with a business directly from the search engine results page. And research has shown that those calls have conversion rates of 30-50%. For almost half of mobile searchers, they find it extremely important to be able to call the business when they are about to make a purchase, and 36% indicated they would be more likely to explore other brands if click-to-call was not available when required.

sonos.com | Testing, Testing, 1, 2, 3 | 1

**69%**  
Checking the status of an order

How many teddy bears do you have?  
We have 14 in stock.

**Sales**

- Voice for complex inquiries
- Text for convenience

Hi, I can't decide where to travel on my budget.  
Sure! I can give you information to decide.  
This is perfect! Thanks.



**76%**  
of people find texting businesses as a beneficial way to avoid waiting on hold.

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# Battle for My Business



## Battle for My Business: The Mobile Generation

The demographic focus of the texting trend is the Millennial generation. So how can brands win their business loyalty? We pulled out a board game, some burritos, and got down to business to hear it straight from the source.

Millennials just overlook Baby Boomers this year as the largest living generation with 75.4 million in their ranks. They already have \$200-600 billion in annual buying power, a number projected to rise to \$1.4 trillion by 2020. The way the Millennial generation makes buying decisions has forced companies and organizations across all sectors to rethink, regroup, and relaunch. Their preferences have drawn a fine, tenuous line that all businesses have to walk in order to survive: instant accessibility blended with impeccable authenticity.

It's no wonder that they've already made a huge impact on our world. From fast-casual gourmet pizza to Snapchat ads to buying cars online, commerce looks nothing like it did only five years ago. You can find anything you need online, and Amazon Prime keeps upping the ante

with free deliveries that get your stuff to your door in just a few hours. New startups are cropping up right and left with app-based services that hand-deliver anything from doctor appointments to fashion consultations. These new models are rendering the idea of "running errands" to be completely obsolete. At the same time, a reputation for craftsmanship is still a hot commodity, and one that can be quickly destroyed with just one misstep revealing an unappealing "corporate" flavor.

So how is a business to act quickly and survive? This generation is approaching their next wave of life events, and everyone is doubling down on what will engender loyalty and trust in these pernickety customers. To court this cohort, businesses must first understand them.



# All in the Name of Service



## All in the Name of Service

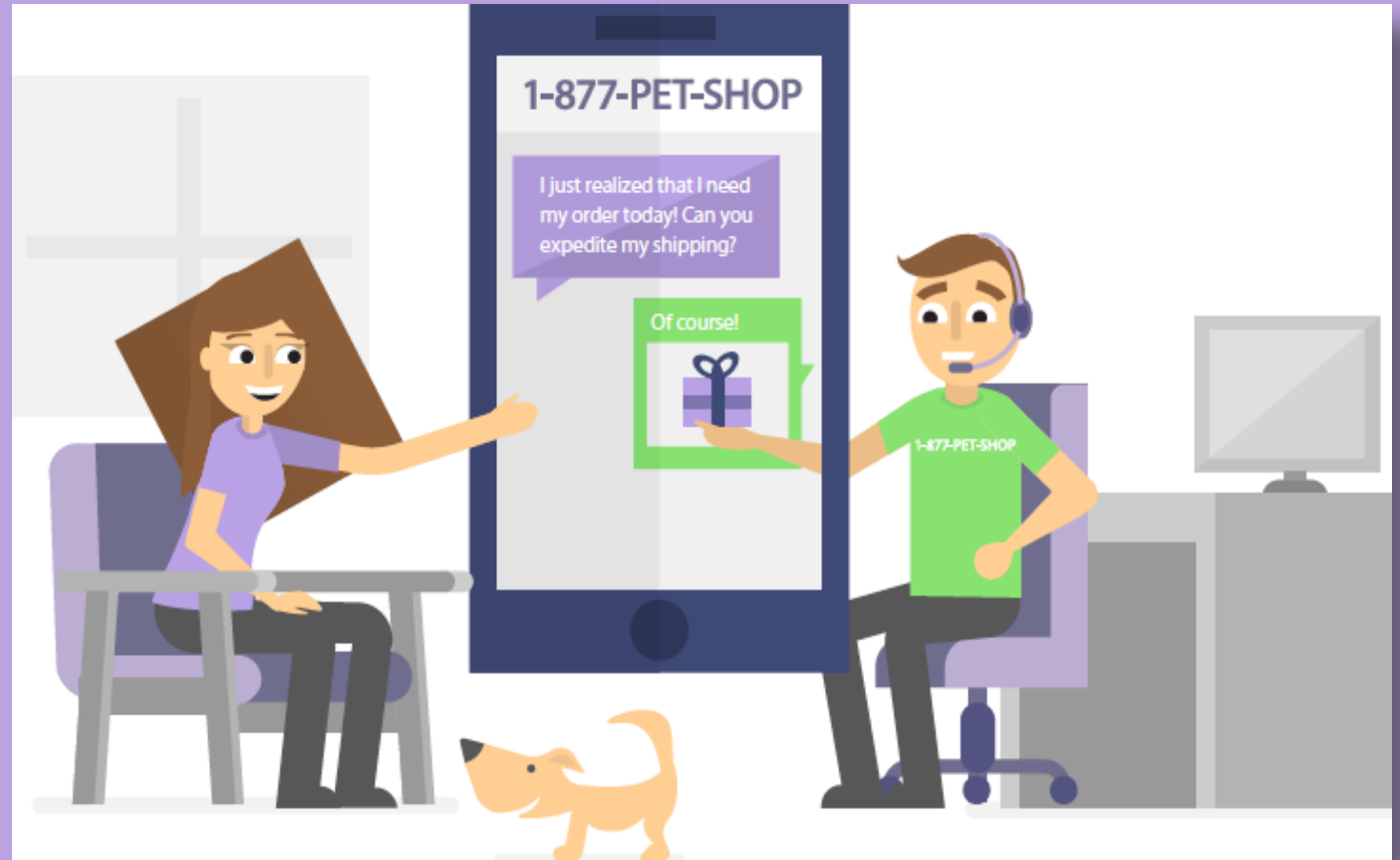
If a company is going to act on today's trends, they need to get to work on texting and mobile commerce. This is where we get our hands dirty and show what needs to be done to meet today's customer service standards.

Customer service is undergoing a transformation. No longer is it simply focused on sales or solving problems. Radical services like Amazon have driven companies to bring their service game to a whole new level. In order to retain a shopper's loyalty nowadays, businesses must explore ways to proactively impress their new and current customers.

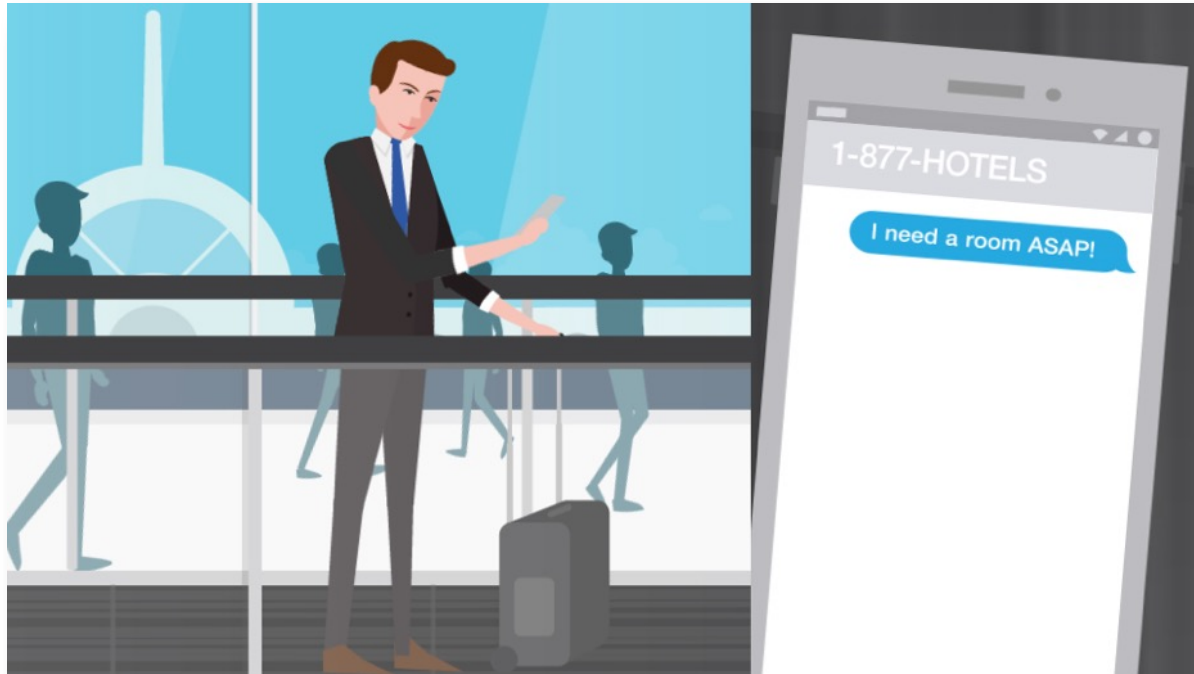
As more businesses move online, the call center has never been so important. While a traditional call center may evoke images of cubicle farms and the slow, agonizing death of one's humanity, that breed of call center will not survive for long. That's because in order to foster

strong relationships with Millennials, businesses need to create and nurture an environment that encourages rich, multi-channel conversations.

The skills, strategies, and personalities required to successfully implement and run such an active hub earns it a new name: the Interactive Engagement Center. Here, it's not about hitting your numbers or deflecting angry callers. It's about becoming an expert so that your customers can rely on you to fix their problems, preemptively halt new issues in their tracks, and delight them with tailored offers and deals that will keep them coming back for more.



# The Value of Text



# Texting Infographic



# Ad Tracking



“Tracking with Toll-Free Numbers is so important to the results of our business.”

 Shannon Finberg  
VP, Digital & Content Marketing



# Toll-Free and the Customer Journey



Awareness

A black laptop is shown from a front-facing perspective, slightly angled. The screen is white and displays the text "2017 Campaign Coming Soon!" in a bold, blue, sans-serif font. The laptop has a thin bezel and a visible "MacBook" logo on the bottom edge of the screen. The background is a light gray gradient.

**2017  
Campaign  
Coming Soon!**



**Toll-Free**  
**Industry Awards**

A high-angle, wide shot of the Chicago skyline, featuring numerous skyscrapers and buildings. The entire image is overlaid with a semi-transparent purple color. The text is centered and reads:

**2017 Toll-Free User Summit**  
**Chicago**  
**September 25-27**

**Save the Date!**

# Marketing Knowledge Bar



Nelly Valentin



Meghan Thomassen

# YOU

**Collaborate to Support Your Business**  
**Evolve the Industry**

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