



WIRELESS DEALER USES CUSTOM 800 NUMBERS TO MONITOR AD PERFORMANCE & TRAIN SALES STAFF

1-800-NEW-CELL

BACKGROUND: Custom 800 numbers were introduced into the Canadian market in June 2006. A national wireless company headquartered in British Columbia activated a Custom number to use in their advertising campaigns.

CLIENT PROFILE: Cellcom operates 42 retail locations providing wireless communications solutions throughout British Columbia, Alberta and Ontario. Cellcom provides initial and ongoing sales training to all sales representatives, empowering them to maximize their potential and equip them for success.

CHALLENGE: The company was looking to improve their advertising response rates. They had been using a numeric phone number in their advertising, but consumers could not recall the number when it came time to order wireless service and products.

STRATEGY: Place their Custom 800 number in all forms advertising media to measure response rates and closely monitor the performance of each media buy.

RESULTS: “Our Custom 800 number has brought a lot of value to Cellcom’s advertising program,” says Tina Kenville, Marketing Manager. The company uses a mix of advertising vehicles to reach consumers, including radio, direct mail, flyers, and newsprint ads.

Eighty percent of the company’s advertising is national, with 20% targeting consumers in specific markets. Kenville says, “By referring to the call tracking reports we have identified the types of advertising media that deliver the greatest return for our national outreach program, and we are able to track region-specific events and promotions.”

Kenville goes on to share that the company also uses **1-800-NEW-CELL** to reinforce the Cellcom brand. “Since activating the Custom 800 number with “NEW-CELL we are in the process of adjusting our logo slightly to highlight the word “Cell” and link the Custom 800 number to the company’s identity.”

Cellcom also has the recording feature active on their account. Kenville explains how they use the service, “The general managers of each retail location use the recordings to monitor the performance of their sales representatives, train reps to overcome customer objections, and deliver more incoming leads for the reps to convert into sales.”

Going from a numeric phone number to an unforgettable Custom 800 number has proven to be a valuable learning process for Kenville and other executives at Cellcom. The company now has a tracking process in place to monitor the performance of their advertising, and tie the performance directly to specific media expenditures.