

**FEATURES TO  
ENHANCE  
YOUR BUSINESS**

**F**or a small business, keeping in touch with customers, vendors and traveling employees is an important concern. You can increase your accessibility with Sprint Toll-Free<sup>SM</sup> service,<sup>1</sup> and expand your business operation through easy-to-use, worldwide toll-free access. At the same time, you'll be providing your company with a number of valuable, business-building benefits:

- ▶ The easier it is for customers to reach you, the more you can sell.
- ▶ Customers are more likely to buy if they can get information, reservations or sales help without paying for their time on the phone.<sup>2</sup>
- ▶ You'll gain customer loyalty through ease of communication that a toll-free number provides.

In addition, Sprint Toll-Free service offers six powerful **Enhanced Routing features**<sup>3</sup> that may be used in conjunction with one another or separately, to create an effective routing plan for improved call-handling efficiency and productivity. Besides basic Area Code Routing, based on a caller's originating area code, you can use the following features to allow a single toll-free number to be routed to multiple locations:

- ▶ Area Code/Exchange Routing—based on call origination
- ▶ Call Allocation—based on traffic volume
- ▶ Time-of-Day Routing—based on the time of call origination
- ▶ Day-of-Week Routing—based on different days of the week
- ▶ Day-of-Year Routing—based on day and month of the year

For additional options, see the reverse side of this sheet.

**Sign up for Sprint Toll-Free service and get:**

- ▶ An easy, cost-free way for customers to reach your business from almost anywhere in the world
- ▶ A check-in number for employees on the road
- ▶ An efficient order-taking system
- ▶ An effective data-gathering method
- ▶ A tool to increase direct marketing response rates
- ▶ An inducement to impulse buying

Date: \_\_\_\_\_

Rep. Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_



The point of contact<sup>SM</sup>

<sup>1</sup> Monthly recurring charge applies: \$5 for Sprint BusinessFlex 50 or 500, \$20 for Sprint BusinessFlex 500 Advanced (switched), \$50 for Sprint BusinessFlex 500 Advanced (dedicated). <sup>2</sup> Calls made from payphones will be charged a \$.30 connection fee. <sup>3</sup> Installation fee required.

## SPRINT TOLL-FREE<sup>SM</sup> SERVICE

### ADDITIONAL OPTIONS MAXIMIZE THE FLEXIBILITY OF YOUR TOLL-FREE NUMBER

#### Flexible Options

- ▶ **Uniform Call Distribution.** Routes calls evenly over all your toll-free lines, enhancing operator efficiency and evening the workload of your agents.
- ▶ **Shared Toll-Free.** Routes Sprint BusinessFlex<sup>SM</sup> toll-free traffic to another company to handle overflow, after-hours or disaster recovery traffic.
- ▶ **Route Advance.** Automatically moves calls to local business lines or to a dedicated line at a different location.
- ▶ **Command Routing.** Easily and quickly redirects calls to an alternate routing plan with a single phone call or a command from your PC.
- ▶ **Interactive Toll-Free.** Provides exceptional customer service capabilities with interactive announcements and menu options.

#### Business Management Tools

- ▶ **FONVIEW Software.** Personalized invoice analysis from an IBM compatible PC. Analyze entire invoice and create customized reports.
- ▶ **Toll-Free Area Code Report.** A summary of call activity from each area code, so you can easily identify the impact of marketing efforts or evaluate advertising efforts.
- ▶ **Call Detail.** Identifies the time, duration, cost and phone numbers of callers to your toll-free number. It can help identify opportunities for repeat sales and evaluate the impact of marketing efforts.
- ▶ **Customized Invoicing.** Match where and what locations should be invoiced for services to your existing accounting procedures.

#### Give your business the benefits of competitive, responsive customer service.

By establishing a toll-free number, you give your business a competitive edge. With two-way communication, you're less likely to miss opportunities, more likely to earn customer appreciation. And by selecting the particular toll-free options that best meet *your* needs, you can more easily serve the needs of customers.

**For more information,  
or to sign up for  
Sprint Toll-Free service,  
call a Sprint Representative  
or authorized Sales Agent.**



The point of contact<sup>SM</sup>