

# What is a VIRTUAL PHONE NUMBER ?



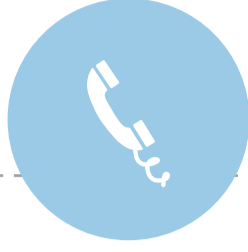
ALSO KNOWN AS A

1

DID NUMBER

2

ACCESS NUMBER



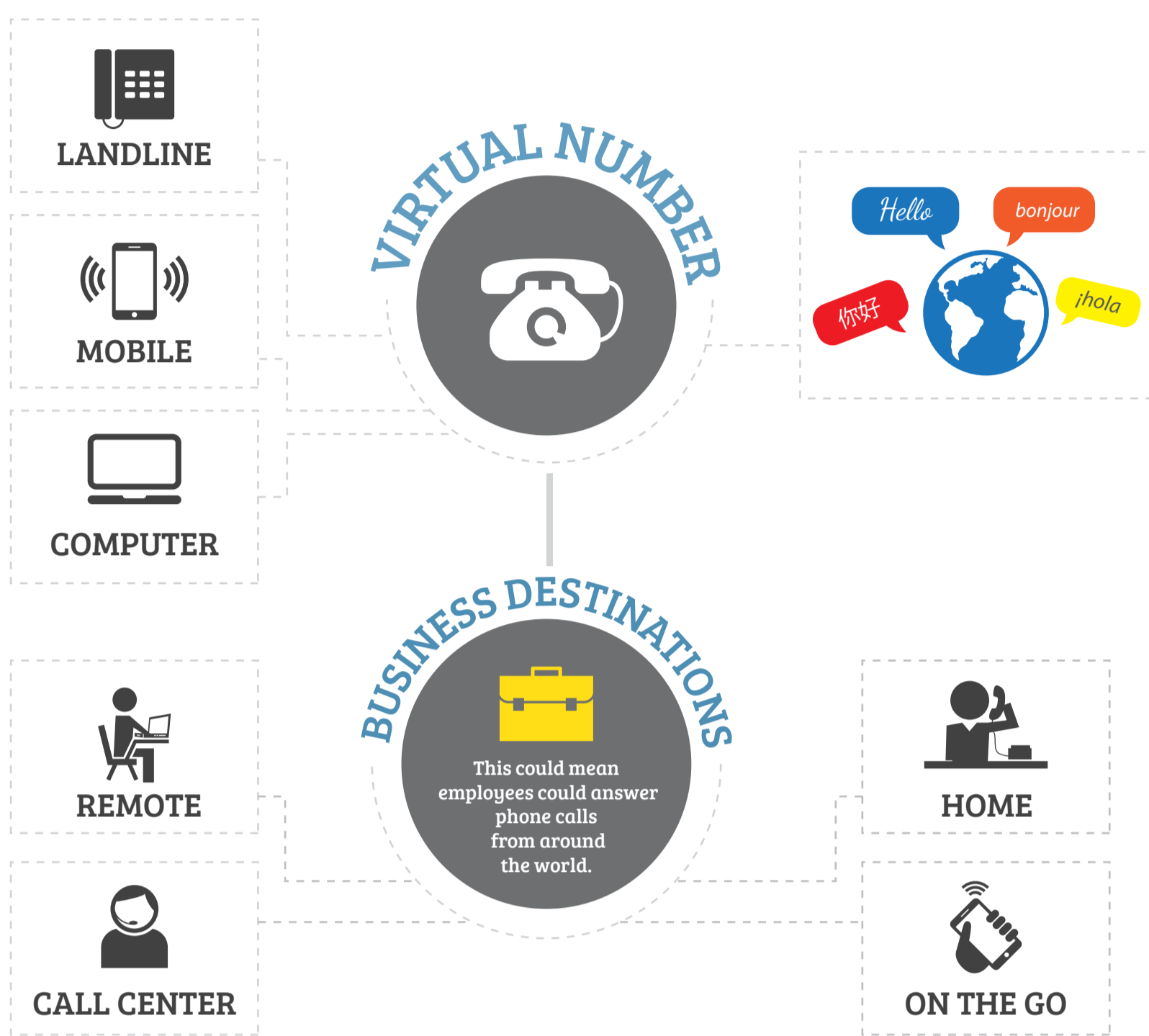
A virtual number is a telephone number that does not have its own fixed telephone line.

This allows you to choose a telephone number in one another location, and then forward it to any other telephone, anywhere.

## VIRTUAL NUMBERS ACT AS A GATEWAY

CALLS

FAR AWAY



With the right advanced virtual PBX (private branch exchange) system, a business could add features like unlimited extensions, simultaneous ringing, advanced international time profiles, voicemail to email and other features.

## WHAT ARE THE BENEFITS OF A VIRTUAL PHONE NUMBER?



Establishing a business presence in any city across the globe without having to open the office there.



To improve customer satisfaction and give international customers an easy-to-use local number.



To avoid expensive long-distance calls or secondary phone lines.

## WHAT'S THE DIFFERENCE BETWEEN A VIRTUAL NUMBER AND VOIP?



CALLERS

**VIRTUAL NUMBER**  
A virtual number is an actual number programmed to forward calls.



CUSTOMER SERVICE



INTERNET

**VOIP (VOICE-OVER INTERNET PROTOCOL)**  
Is a system that translates voice communication over online networks.

Since VoIP can often be overloaded, business often link their VoIP systems with toll-free numbers to better handle large-scale inbound calls.



## CASE STUDY

**my twinn**  
the just-like-me doll™

In 2000, the high-end doll manufacturer My Twinn Switched to a virtual call center model. That year...

30%

more inquiry calls converted to orders.

90%

fewer calls had to be escalated.

88%

employee turnover decreased 88%.

Technology has made the world a smaller place, and virtual numbers have become a major asset for any business looking to expand their reach and increase their sales.

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