



# Why CBS?

## Missed Call Based Lead Generation

# Why Lead Generation?

Lead generation is a marketing tool used to generate consumer interest in a product or service of a business.



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1. Continuous pre-qualified fresh leads.
2. High quality appointments with decision makers.
3. Significant increase in sales means higher revenue.
4. Improve the sales team efficiency.
5. Better Rol
6. Eliminate the challenges of managing bigger sales team.

## Current Methods (Paid)

- SMS Short Codes
- Incoming Call on Normal Number
- Visiting Office



## Current Methods (Free)



- Toll Free Numbers
- Filling Web Form (Online)
- E-mail Enquiry (Online)
- Click-to-Call (Online)
- Cold Calling by Companies

## Issues?



- Premium rates like on Short Code for the customer turn them off.
- No tracking or Call Management
- Loosing customers by not giving enough options
- Customer needs to be online to avail free medium
- Customers are not comfortable in typing SMS, using web forms or even spending on calls.

## Issues?

- With high volumes of incoming leads generally there is no method to track them all.
- Methods like cold calling generally took as breach in privacy with very low RoI.



# Charging Premium Rates

Do you know you are asking your customers to pay Rs 3 per SMS because YOU want their business?



Would you like to pay anything when you know there are plenty of service providers queuing up outside your gate to give you services?

# Lead Management?

Ever wonder what your employees does with leads, which you gave them?



Are you getting enough conversions?

Are you getting enough leads on SMS short codes?

# Loosing Customers

No? Are you sure you aren't?



What if, customer doesn't know how to compose a SMS?

What if, customer using a landline? Can they still send a SMS on your short code through it?

## Loosing Brand Value

O.K. so, which short code to use? 560AB or 566BB or 560ABCD etc.



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What ever be the short code but are you building any brand out of it?

Using a Gmail or Yahoo ID for business purpose promotes them not your business so as is the case with short codes. You are promoting the short code owners not your company.

## Our Solution...

A Toll-Free (Missed Call Based) service. We termed it Call Back Service (CBS).

This service is free to Caller as well as to the Called\* party.

We provide two types of numbers.

- 1800 Series – For brand conscious
- 0522 Series – For price conscious



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## Benefits...



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- Toll free for both the parties i.e. callers as well as the called party.
- Multi user Call Management Panel
- Can be used with Mobile, Landline, Satellite Phone, VoIP numbers.
- Available nationally as well as internationally on same rates i.e. one service accessible from everywhere.
- Maximum scalability (technically it is called cloud based).

## Benefits...



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- Even a kid or the elderly person can use the service.
- APIs are also available to connect the service with third-party applications.
- Self service based portal, which allows you to start the services instantly by your own.

## Cost?

To your customers: Nil (Toll-free)

### **As a business:**

1800 Series Number: 3 credits per month

0522 Series Number: 1 credit per month

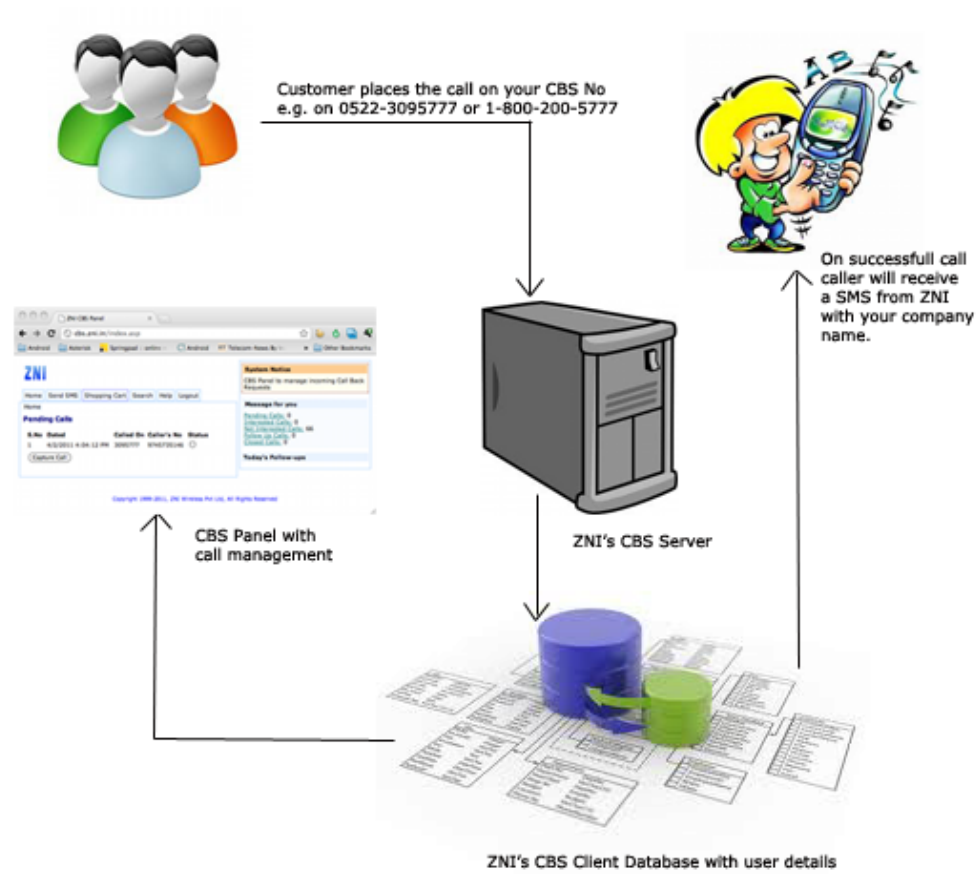


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1 Credit = ₹ 1000

1 Lakh SMS are also required to purchase for auto-reply @ Rs 4400/-.

# How it works?



# How to subscribe?



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- Register at <http://www.znisms.com/register.asp>
- Purchase CBS credits from <http://znisms.com/cart/showProducts.asp?type=4>
- Login to control panel from <http://www.znisms.com/login.asp>
  1. Click on CBS Tab
  2. On sub-menu click “Purchase”
  3. Select the CBS number of your choice.
  4. Activate the service.

# Contact Us

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