

Delacon Franchise Opportunities

We'll help you turn every call into a sale.

Solutions for your franchise:

- ▶ Delacon Store Locator: Each caller is asked to enter his/ her postcode, and is transferred to the franchisee closest to his/ her location.
- ▶ Every caller reaches a live service representative. If the closest franchisee's line is busy, or the franchisee doesn't answer, we'll forward the call to a call centre.
- ▶ Customised menus: for example, we can install one set of options for existing customers and another set for new customers.
- ▶ Call tracking: combine Store Locator with Delacon's Phone Lead Alert.
 - ▶ Our reporting system lists details of every incoming call, whether or not answered by a franchisee.
 - ▶ When we're unable to transfer a call because the line is busy or the call is unanswered, a missed call notification is emailed to the relevant franchisee.
 - ▶ If a caller enters a post code but then hangs up, we'll notify the relevant franchisee so the lead can be followed up.
 - ▶ Even if a caller hangs up before entering a post code, we'll immediately notify you by email so that you can put the caller in touch with the correct franchisee.



For more information visit
www.delacon.com.au
 or call us on
1300 990 999

Delacon is a specialist telecommunications company, and our platform has much greater functionality than anything else on the market.

Missed Call Alert: your franchisee may not necessarily be able to answer every call that they receive as they might be busy with other in-store orders. The Delacon platform can send a **Missed Call Alert** email to the franchise for every call that they miss. In the Missed Call Alert we advise the time of the call, the reason the call was missed (either the call was unanswered, the line was busy, or the caller hunged up), and most importantly, we included the telephone number of the caller so your franchisee can call back straight away and potentially gain another customer. An example missed call alert email is:

Hi [Name],

Just a quick message from [Company Name], to let you know a potential buyer just called you. The call was unanswered and the caller did not leave a voice message. The call came from +61XYZ28555 and was received at 19:09 PM EST on 01/10/2011.

Regards,
Your friends at [Company Name]

You can fully customise the text contained in this email.

- ▶ Voice to email: Delacon can take a voicemail from the caller, and send this to the relevant franchise as a .wav file in an email so the franchisee can call them back.
- ▶ Postcode Routing: Delacon's system can be set-up to either prompt a caller to enter the postcode they are in, or it can automatically detect the exchange the call is coming from and then route the call to the nearest store. If there are two stores in one postcode, we can route calls to either store. If a call is transferred to a store, but that store is busy, we can transfer the call to the next nearest store, so all calls are answered by a person.
- ▶ Hold music and recorded information can be played while transferring a caller reinforcing your brand.
- ▶ Online Interface: Delacon provides an online interface so you can manage the addition of franchises, uploading of recorded messages and information, and franchise details easily yourselves. Alternatively Delacon can manage all system changes for you.
- ▶ All call reporting is live so you can log in at anytime and see information on all of the calls going out to your franchises.
- ▶ Whisper message: Your franchise hears a short message "Another lead from [Company Name]" whenever they pick up the call. This reinforces your brand and proves to the franchise that the incoming call is coming to them from your company's website.

Franchise Solutions = BusinessBenefits

Phone Lead Alert is a great way to prove ROI on marketing expenditure: detailed call reporting allows franchisees to build a complete picture of the phone leads that the franchise's marketing campaigns are generating.

- ▶ **Solutions that are easy to set up - no software installations required.**
- ▶ **Use our call tracking features to monitor lead conversion by location and know:**
 - ▶ **where you need to step up advertising;**
 - ▶ **where demand is high and an additional outlet could be profitable;**
 - ▶ **the real time response to promotional activity.**
- ▶ **Our easy-to-use web interface lets you manage locator settings and review call reports from your web browser.**
- ▶ **Call handling can be monitored by both franchisors and franchisees.**