



word numbers sa

unforgettable phone numbers



WORD NUMBER

INCREASE SALES



ROUTE CALLS

IMPROVE EFFICIENCY



**MONITOR AD
CAMPAIGNS**

BETTER DECISIONS

JOIN THE LEADERS USING *WORD NUMBERS!*



and many more...

OVERVIEW OF OUR SOLUTIONS

1. Select your 0861 telephone number

- A memorable "Generic" word telephone number, where your product or service becomes your telephone number, for example 0861-PLUMBER
- A memorable "Branded" word telephone number, where your company becomes your telephone number, for example 0861-MERCEDES
- Regular numeric telephone number, for example 0861-123 456

We are also able to host your existing 0861, 0860 and 0800 telephone number



2. Call Routing

Calls made to your new "unforgettable" national telephone number can then either be routed to

- One single destination (your existing telephone number)
- Multiple destinations based on their different geographical locations i.e. branches, dealer network or franchises, 0861-SCOOTERS
- Different divisions, products, services or companies within your group according to a customized dynamic menu



3. Call Reporting

- Monitor the performance of advertising campaigns
- Gather information about your incoming callers
- Build a database

**QUALITY SOLUTIONS TO SUIT
SME AND LARGE
ORGANISATIONS...**



SERVICES COMPARISON



**WORD NUMBERS SA OFFERS YOU
A MORE EXTENSIVE & CUSTOMISED
SERVICE.**

	Word Numbers SA	Other Telecommunications Providers
Portability	Take your telephone number wherever you go	Could lose your number if you move outside your current area
Equipment	No equipment is needed, our system works hand-in-hand with your current setup	Expensive capital outlay for equipment
Turnaround Times	Activation, changes & call reports can be supplied on a real-time basis	Approximately 10 -15 working days
Transfer to multiple destinations	Up to 180 destinations throughout the country	Our closest competitor can only route calls made from cell phones to a maximum of 5 predetermined destinations, for example the entire 02 area code can only have one destination
Call Routing	Yes, with customised menu	Limited Features – no menu
Caller Recognition	Our technology is able to identify whether your client has called your number before and short cut the entire menu if desired	None
Caller can select from a menu, e.g. Press 1 for Western Cape, Press 2 for Eastern Cape, etc.	Yes	No Menu offered
Selection Menu levels	1 to 4 different levels	No Menu offered
Customer can select which region they would like to be transferred to	Yes, it also demonstrates all available options	No, system picks up on which area you are in and transfers you to closest region – problematic for customers who are travelling in another region e.g. 011 vs 021
Customised selection menus, e.g. Please select 1 for 24 hour assistance, select 2 for roadside assistance, etc.	Yes	No Menu
Free Management Call Reports	Yes – on a real-time basis	No, reports are charged for and could only be available weeks after your campaign has ended
Personalised Service	Yes	No
Routing cell phone calls	Yes	Cell phone calls can only be routed to one allocated region, so if you have more branches in 011 region it can only route to one of the them
Call Routing Cost	Cost remains with the caller	Cost of call once the call is switched is for the company

What Clients have to say...

The challenges we experienced prior to implementing a word number and call routing feature included: fitting many store numbers on advertising material, inability to present one number in national advertising and the need for a customised call routing feature (including caller recognition) that would enable our clients to contact one number and be routed easily to a relevant store.

Since implementing a word number and the call routing feature from Word Numbers SA we have definitely seen growth, it has allowed us to brand one number nationally and route the caller to the relevant store accurately; as well as the ability to measure success through analysis of the call report supplied. We are implementing the word number slowly across all our advertising material (combined with its numeric equivalent).

We believe South African audiences are ready for Word Numbers.

**Riaan van den Berg, Marketing Manager: Scooters
0861-SCOOTERS**

WHAT IS A WORD NUMBER?

A Word Number is a telephone number that spells out a word and can be dialed from a landline or a cell phone.

For Example:

Generic Word Number	Branded Word Number
0861 - Florist	0861 - Drainsurgeon
0861 - Paving	0861 - Scooters

Your product, service or company name can now become your telephone number!

BENEFITS

1. Long term advertising tool

A word number is a long term advertising tool that enables ease of expansion, marketing initiatives and/or changes of location. Your customer will not be negatively affected by any changes within your organisation – always being able to get hold of you.

2. One national Number

Should you have multiple branches a word number is the answer. Your national number means that consumers can get in contact with you effectively. It also eliminates the dilemma in trying to find sufficient space in your ads to display all your branches/franchises' contact details. One national number translates into "efficiency".

3. Enables growth in multiple regions

Should you be based in a specific region/s, there is no reason why your company should lose out on sales in other regions. Consumers are often "put-off" from contacting companies if they perceive you are not based in their area – don't be limited by your region-specific number.

4. Word Numbers are easy to remember

Word Numbers are easier to remember than regular phone numbers because people remember words much better than they do numbers.

5. Knowing your Word Number keeps your customers out of the phonebook

Once someone knows your Word Number, he or she no longer needs to look you up, and your competitors will lose the opportunity to divert business away from you.

6. They improve word of mouth

People are far more likely to remember your number than that of a competitor's when asked for a recommendation by a friend or a family member: "Hey, I got great service from a company called ABC Plumbers the other day. You should give them a call! Just dial 0861-PLUMBERS."

7. Word Numbers saves you money in lead generation

As advertising with word numbers generates more leads for the company, the cost of generating each of these leads drops. People are far more likely to remember your word number after seeing your ad – this means they are more likely to call.

8. Dialing a Word Number reinforces a brand

Every time someone dials a Word Number, they're dialling a word that describes the products and/or services they're looking to buy.



WHAT IS A WORD NUMBER?



Recognise any of these numbers? These are all clients of Word Numbers. Try dialling one of these numbers to see how it all works.

Not sure how to do this: **0861- BLINDS is 0861-254 637** (It's easy!)

0861-MERCEDES	0861-COURIER	0861-1AVBOB	0861-TOW TRUCKS	0861-XPANDA
0861-TOYOTA	0861-PLUMBER	0861-BUILD IT	0861-SUZUKI	
0861-AIRCON	0861-STORAGE	0861-OFFICE		
0861-BODY SA	0861-BURCHMORES	0861-LOCKSMITH	0861-JUST LETTING	
0861-BED CITY	0861-SKIN SA	0861-INTERFLORA	0861-JETMASTER	

And much much more....

What Clients have to say...

"As a Franchise we were seeking a long term advertising tool. We purchased a generic word number and have included this number on all our advertising material. We have seen quite a lot of benefits from the word number, along with the call routing feature and ability to monitor results. The Word Number concept is easy to remember and easy to work with. We definitely feel it has added value to our business."

Gerald Boulton, Marketing Manager: Behr Hella Services
0861-RADIATORS

"We started our business with a branded word number and have advertised the number throughout our marketing material. People have come to recognise our number over time. One of the big things is that we have got one national number instead of many numbers with all calls being routed to one destination. I would recommend a Word Number to other companies."

Niel Du Toit, Owner: Tyre Traders
0861-TYRE TRADERS

Pizzas

tasty. hot!

Pizzas that make us famous.

select your base

ORIGINAL BASE
THIN AND CRISPY
DEEP PAN
CHEESE BURST

South Africa

uteng

Customer Care Line:

011 849-9060

011 391-1929

011 789-4888

011 894-1803

011 972-4000

Available till 8pm

Shop 70, Square at Farremere, Kei Rd, Cnr Great North

178 Pretoria Road Rynfield Benoni

Pick 'n Pay Centre, Cnr. Mooifontein and Strydom Rd

Canterbury Crossing, Cnr Hendrik Verwoerd

Shop 4A Cnr North

WHAT IS A CALL REPORT?

FREE ADD VALUE SERVICE

A call report captures all calls received from your 086 number and enables you to monitor call statistics ensuring accurate decision making. Word Numbers SA offers this service free of charge to Clients.

What info does the Call Report provide & how do I use this?

Call Report Information	How to use this info?
0861 Number dialled	Monitor how each number is performing. Monitor how various adverts are performing. By monitoring your incoming sales calls you can effectively cut down on advertising that yields no clients.
Subcategory selected	Monitor activity in various subcategories, e.g. regions, divisions, branches, etc.
Date of call	Monitor length of time adverts are working for you.
Time of call	Monitor caller habits, ensuring you have sufficient staff over these periods.
Call duration	Monitor how long you spend on the phone with customers.
Telephone number of the caller	Automatically build up your database of callers.
Destination number/name the call was transferred to	Statistics on response in various regions/branches/franchises.

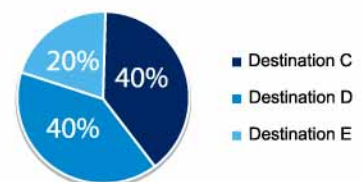
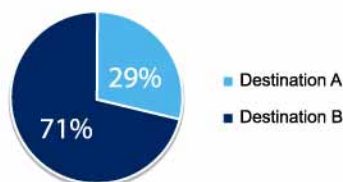
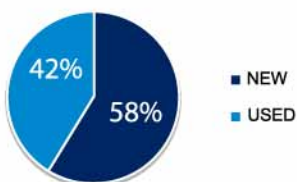
WHAT VARIOUS REPORTS ARE AVAILABLE?

Category Performance Reports

Category Dialed	Sub Category	Date	Time of Call	Call Duration (Mins & Secs)	Calling Number	Total Calls per Category	Total Calls per Sub Category	Transferred To	Destination Name
TRAILERS	NEW	2008/11/17	10:35:7	0m42s	118238504	132	76	0114441484	Destination A
	NEW	2008/11/17	10:35:7	0m22s	118238504			0114441484	Destination A
	NEW	2008/11/17	10:35:7	0m34s	118238504			0123421860	Destination B
	NEW	2008/11/17	10:35:7	0m54s	118238504			0123421860	Destination B
	NEW	2008/11/17	10:35:7	0m51s	118238504			0123421860	Destination B
	NEW	2008/11/17	10:35:7	0m33s	118238504			0123421860	Destination B
	NEW	2008/11/17	10:35:7	0m39s	118238504			0123421860	Destination B
	USED	2008/11/17	10:35:7	0m41s	118238504		56	0217883392	Destination C
	USED	2008/11/17	10:35:7	0m40s	118238504			0217883392	Destination C
	USED	2008/11/17	10:35:7	0m29s	118238504			0123421860	Destination D
	USED	2008/11/17	10:35:7	0m45s	118238504			0123421860	Destination D
	USED	2008/11/17	10:35:7	0m57s	118238504			0315637017	Destination E

Additional reports include:

- Extended Category Performance
- Monthly Sub Category Performance
- Hourly, Weekly & Monthly Destination Performance



WHAT IS A DYNAMIC CALL ROUTING MENU?

A dynamic menu is an additional customised call routing feature that we offer clients.

With most other traditional call routing solutions, companies can only refer their customers to geographical areas.

Word Numbers offer a Dynamic menu that enables us to customise 1st level caller options to include your products/divisions/services, etc.

Example 0861-ATTORNEY

CUSTOMISED 1ST LEVEL

Press #1 for Divorce
Press #2 for Debt Recover, etc.

2ND LEVEL

Press #1 for Western Cape,
Press #2 for Eastern Cape, etc.

3RD LEVEL

Press #1 for Cape Town Central,
Press #2 for Southern Suburbs, etc.

Example 0861-TOURISM

CUSTOMISED 1ST LEVEL

Press #1 for Guest House
Press #2 for Car Rental, etc.

2ND LEVEL

Press #1 for Western Cape,
Press #2 for Eastern Cape, etc.

3RD LEVEL

Press #1 for Cape Town Central,
Press #2 for Southern Suburbs, etc.



What Clients have to say...

"The Word Number with call routing feature has enabled us as a franchise to advertise one number, allowing customers to get in touch directly with our Franchisor. The routing feature is more beneficial for us than employing a telephone operator. The effectiveness of the word number depends on how you market it - we add the numeric along with the word number on advertising material. My personal opinion is that it is really a must to have a word number, as customers can remember it far more easily."

Rickus Viljoen, Marketing Manager: SA Canopy
0861-SA Canopy

"Prior to implementing 0861-Trellidor we were utilising a 0860 number which referred customers to only one destination, our call operator. The challenge was that we needed to answer the call, find out where the person was calling from, contact the franchise and provide them with the lead. This was inefficient, as we were unable to solve the customer's problem/query first time round - we wanted the customer to be able to get in touch with the right person."

We therefore implemented a word number, with a call routing feature, as well as receiving call reports to enable monitoring.

The benefit of a branded word number is that this number reinforces our brand, Trellidor. The call routing feature means that customers can get in touch with the right person and that the franchise can secure an appointment right away."

Charlene Erasmus, Brand & PR Manager: Trellidor
0861-Trellidor

OUR SOLUTIONS

WORD NUMBERS - Solution 1

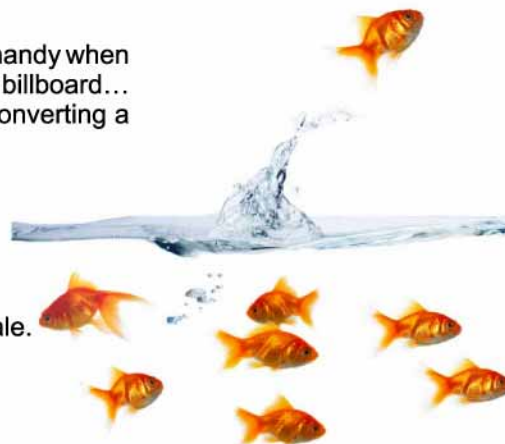
Companies with Word Numbers get noticed!

...this is because customers can remember your number. Do you ever have a pen handy when listening to a radio ad, when you pass a car, walk past a shop window or drive past a billboard... You may have put your website address here, but are you sure your website is converting a visitor to a sale... Personal contact is always the best way!

With a word number you don't leave anything to chance.

EVER EXPERIENCED THE FOLLOWING?

- Advertising is driving potential clients to your website where you are losing the sale.
- Operating in a highly competitive market and need to differentiate yourself.
- Seeking additional ways to promote or reinforce your brand.
- Advertising is not stimulating sufficient sales calls.
- Too many branches/stores/franchises to fit all numbers onto national advertising.
- My regional phone number makes it difficult to attract clients in other regions.
- Customers don't remember my number on outdoor or broadcast advertising.
- I've moved premises and now my number has changed.



BENEFITS

- Setup is quick and easy
- Affordable
- Easier for customers to remember
- Higher memory retention than a number
- Improves word of mouth referrals
- Market share growth
- Keeps customers out of the phone book
- With one number customers can access all your branches/stores/franchises
- Mobility – your number stays the same wherever you are
- Less space utilised in advertising – advertise 1 number
- Streamline the look and feel of advertising
- Long term advertising tool

Generic Number Benefits

Reduce your advertising costs – collaborate with other suppliers in different regions and split expenditure for national advertising. Greater ability to negotiate with media for reduced pricing.

Dominate a service category nationally by purchasing all regions.

Exclusivity in your region.

You get calls even when you are not advertising.

Tells customers what you do.

Branded Number Benefits

Promotes your brand every time you advertise your word number.

Ask us for statistics on word numbers!

OUR SOLUTIONS



WORD NUMBERS - Solution 1 Continued...

HOW TO MARKET YOUR WORD NUMBER?

Many of our clients include the numeric along with the word number. Ultimately the best way to get the most out of your word number is to start using it immediately in all your communication. Ways to use your word number include:

Print Advertising, Menus, Office Signage, Billboards, Promotional Items, TV/Radio, Email header, Staff uniforms, Vehicles, Direct Mail, Business Cards, Website/E-mailers, Brochures Work Equipment, On Products, Etc.

Contact us to find out more about how you can make the most effective usage of your Word Number.



What Clients have to say...

From an advertising point of view to display all individual store numbers made our adverts too cluttered. We therefore implemented one word number that we advertise along with its equivalent numeric to ensure a streamlined look and feel. The fact that we are promoting the brand when advertising the number is a definite advantage, along with the increase in top-of-mind awareness.

Philip Kirby, MD: Easy Life Kitchens
0861-EASYLIFE

"I utilise the word number in conjunction with its numeric on advertising material. The advantage of the word number is that you don't have change your number if you move premises."

Walter Bastard, Managing Director: Absolute Containers
0861-CONTAINERS



CALL 0861 TYRETRADERS
(0861 897387)



SEARCH FIND A STORE CALL **0861 873554367** TRELICOR INTERNATIONAL

TRELICOR - SOUTH AFRICA'S MOST TRUSTED HOME SECURITY EQUIPMENT

THE BEST SECURITY FOR YOUR HOME
Trellicor's physical security products have kept people safe at home and work for over 30 years. We manufacture premium quality security gates and burglar guards in a variety of designs and risk profiles. Our barriers are custom-made for strength integrity and carry unmatched guarantees.

We tailor-make solutions to protect any architectural features and embellishments, and manufacture the strongest sliding security gate worldwide.

Our franchise & distributor network ensures we have a certified agent near you.



OUR SOLUTIONS

0861-CALLCENTRE
0861-TRELLISES
0861-HARDWARE



CALL ROUTING - Solution 2

DON'T LOSE SALES DUE TO INEFFICIENT CALL ROUTING!

Our Network Interactive Voice Response (NIVR) enables us to route calls made to a single 0861 telephone number from landlines and cellular phones to multiple destinations throughout the country.

Your company can now promote and brand one single telephone number which allows customers anywhere in the country to get hold of a branch, dealer or franchise of their choice.

How? By presenting the caller with a series of Dynamic or Location based menus in order to ascertain exactly what and where the service is required.

Our clients are reaping substantial rewards from implementing this solution, which includes heightened efficiency and customer service.

We tailor this flexible solution to suit your unique needs!



EVER EXPERIENCED THE FOLLOWING?

- I have many branches/franchises/stores and need to route callers to the right destination.
- I don't only want a menu for regions, but am looking to customise further.
- Redirecting calls manually from a centralised location is costly and inefficient.
- I need a routing system that works for me after-hours.
- Our head office is not operating at the same times as stores.
- I cannot customise my current call routing system.
- I need accurate and in-depth reports.
- Callers are not being transferred to the right sales team by the call operator.
- I would like a customised caller recognition feature.

Then **CALL ROUTING** is your solution!

HOW IT ALL WORKS?

Caller dials 0861-TRUCK HIRE

NIVR welcomes caller based on telephone number dialed

The Dynamic menu then presents the caller with the different service options
"Please select one of the following, for
- Head Office, press one"

- "To locate your closest truck hire dealership, press two"
- For our 24 hour breakdown service, press three"

"Please choose one of the following provinces, for
- Gauteng, press one
- Western Cape, press two"

"Now please choose one of the following areas, for
- Sandton, press one
- Pretoria, press two"

The call is then transferred to the relevant destination – all at the cost of the caller.

OUR SOLUTIONS

CALL ROUTING - Solution 2 Continued...

BENEFITS

- Customer gets to the right place first time.
- Replaces the expense of call operators.
- Avoids mistakes made by receptionists/call centre operators.
- You don't lose out on sales due to inefficiency.
- Consolidate all branch numbers into one number.
- Easy-to-change destination numbers.
- Better customer service.
- Service is available 24/7.
- Routing to up to 180 destinations.
- Allows for routing of landline and cellular calls.

What Clients have to say...

"The benefits of the call routing feature is that my client is immediately routed to his/her closest dealer without having to speak to a call centre agent. We know that the person is being directed to the right person with the right qualification."

Rodney Taylor – Metraclark
0861-AIRCON

"We are seeing quite a lot of benefits from the word number. The call routing feature is working and we are able to monitor the calls coming through – the number of calls is growing. The word number concept is an easy thing to work with and remember. We feel it is of value."

Gerald Boulton, Marketing Services Manager: Behr Hella Services
0861-RADIATORS

"Clients perceive that we are based nationally due to the word number. This aids in our growth into different regions. The perception is also that we are more easily reachable."

Anonymous



0861-001198

Established & recommended since 1979

HOME

ABOUT US

SERVICES

PRODUCTS

FAQ

FRANCHISE

CAREERS

SEPTIC TANKS

GLOSSARY

CONTACT US

**"The largest
provider of complete
maintenance plumbing
in the Southern
Hemisphere"**

Glenn Pratt - CEO

EMERGENCY CONTACT

**BOOK A PLUMBER
ONLINE NOW**

[Click here](#)

OUR SOLUTIONS



ADWATCHDOG - Solution 3

***DON'T THROW YOUR MARKETING BUDGET DOWN THE DRAIN.
MAKE DECISIONS BASED ON SOLID STATISTICS!***

"Half the money I spend on advertising is wasted; the trouble is, I don't know which half" – John Wanamaker

AdWatchdog is a reporting system which allows you to track your incoming calls to adverts/advertising campaigns accurately. With a 086 word or numeric number/s provided by us you can improve your advertising quickly by knowing your ROI in real time.

Calling all business owners, marketing managers & advertising agencies!



EVER EXPERIENCED THE FOLLOWING?

- Unsure if your ads are working.
- Need to reduce advertising expenditure.
- Have no effective way of monitoring ads.
- Sales staff are not following through with asking clients how they heard about you.
- Not sure what sales your website is generating.
- You need to report to the Exco team on effectiveness of advertising spend.
- Not sure if your ad agency is advising you correctly on marketing spend.

Then Adwatchdog is your solution! Marketers are embracing new technologies that make it easier to track audience response to advertisements. Shouldn't you?

BENEFITS

- Accurate decisions on future marketing spend.
- Reduce unnecessary advertising expenses.
- Build potential list of clients from the call report.
- Allows you to predict consumer behaviour.
- Monitor response to all branches/franchises.
- Compare closing ratio to incoming ratio.
- Monitor the success of your advertising agency.

What Clients have to say...

Finally after 30 years in business I am now able to determine which 50% of my advertising works. In the past I had to rely purely on my staff asking my customer, this never gave me the full picture due to the inconsistent human factor involved.

We all know that businesses need to utilise different types of media in order to successfully market themselves as well as the fact that new and innovative methods always seem to be popping up and you don't want to get left behind – but in the end of the day you are never sure which of these media actually brings in the business?

After using Adwatchdog call monitoring technology and allocating a different telephone number to each and every media we use (yellow pages, flyers, adverts, website, Google Ads, Vehicles, etc.) I now know exactly what brings in what. After discovering the facts I was in a position to cut certain advertising drives which weren't working and then utilise these savings on media that was.

Adwatchdog has now given me the confidence to make these kinds of decisions because without knowing I just found myself carrying on with certain advertising assuming it generated business – not anymore."

Glenn Pratt
CEO, The Drain Surgeon Group

OUR SOLUTIONS

We have the stats to make great marketing decisions!



"OH NO! A BLOCKED DRAIN!"
Never fear, The Drain Surgeon is near!

WINTER SPECIAL
R399.00 - unblocking drains

Price includes:
Root Treatment - stopping growth of invasive roots.
Disinfecting of affected areas - protecting you from harmful bacteria.

PRESENT THIS FLYER TO QUALIFY FOR OUR SPECIAL!
Valid to 31 July 2010 (Terms apply)

Plumbing Emergency... caught you by surprise?
We offer you 30 days to pay!
Terms Apply.

Our Services

- Geyser (solar & electric)
- Problematic Toilets
- Pressure Pipes
- Leaking Pipes
- Blocked Drains

Why the Drain Surgeon?

- 30 Years Experience
- Available 24/7
- Your Security Guaranteed
- Workmanship Guaranteed
- Free Quotations

Voted the Best Plumbing Company in Pretoria by "Best of the Best" Pretoria News for the last 7 years.

CALL THE DRAIN SURGEON NOW!
0861-222-6861

Shop C54, Equestria Gateway S/C, C/O Simon Vermorel & Furrow
Visit www.drainsurgeon.co.za

SAVE UP TO 30% ON YOUR ELECTRICITY BILL EACH MONTH!
Install A Solar Geyser From R9999!

Installation & VAT incl. after Rebate

Why utilise us?

- Installations Completed by The Drain Surgeon - with over 30 Years Plumbing Experience
- Products & Workmanship Guaranteed
- Service is Our Priority! (incl. After-Sales Support)
- Quality Solar Geysers - SABS Approved
- Approved Solar Heating Supplier to Eskom

Quotes dependent on a free assessment of your property.

CONTACT US ON 0861-765-274!

GOING GREEN STARTS HERE...
Shop at our Go-Green Store & Save Money!

Free Go-Green Consultations provided to shoppers!

Go-Green Products

- Go Green Promotional Items
- Water Saving Kit (DIY or installed)
- Garden Rescue Kit (DIY or installed)
- Rainwater Tanks (200-2000L)
- Heat Pumps (alternative to a solar geyser)
- Solar Camping Gear
- Solar Indoor and Outdoor Lighting

Kiddies Go-Green at our Store!!
Kiddies Entertained While You Shop...
Yes Toys available
r Powered Toys - no batteries required!
ing Educational Go-Green Toys!

THE DRAIN SURGEON
Shop C54, Equestria Gateway S/C, C/O Simon Vermorel & Furrow
THE ELECTRO CLINIC
Shop C54, Equestria Gateway S/C, C/O Simon Vermorel & Furrow
www.solar...



ABOUT WORD NUMBERS

Mission

Word Numbers SA is a unique Telecommunications organisation that provides small to large South African organisations/franchises with tailored solutions (word numbers, advanced call routing & informative call reporting) that assists clientele to increase their returns from advertising. In addition, solutions heighten customer satisfaction, efficiency of processes, financial accountability of marketing spend, and stimulates market share growth. Our aim is to provide a quality and technologically advanced product and a quality personalised service.

History

Word Numbers was established in 2008 by a dynamic entrepreneurial father and son team, Glenn & Mark Pratt.

Their concept was initially based on providing SME organisations with a unique and affordable marketing tool – an intelligent nationwide call routing and sophisticated call centre on a SME budget. A system that would facilitate customer success by giving SME's a highly effective and efficient marketing, communications and customer acquisition channel.

Little did Mark and Glenn know that their business concept would be instrumental in transforming the telco into an overnight contact centre host, revolutionising the local business process outsourcing industry; and that the product/service offering would have sufficient functionality by 2010 to make an impactful difference to large corporates.

In realising their vision, the first step involved purchasing 600 Maxicall numbers, from 0861-Plumber to 0861-TAXICAB. In order to allow Word Numbers to allocate one number to multiple clients and to switch the caller to an area of their choice, Telkom immersed themselves in developing and perfecting the technology offered, with Word Numbers alongside perfecting their business model.

Over the years the technology/functionality has been developed and enhanced to meet client's unique needs and in 2010 has reached a stage where the functionality is now suitable for larger corporates.

Word Numbers' Partners



Executive Team

Glenn Pratt has been in business for over 30 years and franchising since 1989, winning multiple awards such as Newcomer Franchisor of the Year on several occasions. He has a passion for marketing and brand awareness.

His son and partner, Mark, is a Chartered Accountant and brings a wealth of financial and technical skills to the company.

Having been involved in various service industry businesses, Glenn Pratt, who is also the founder of The Drain Surgeon, knew how important telephone numbers are. So when easy-to-remember word telephone numbers became available in South Africa, he jumped at the opportunity to get word telephone numbers for the various services in which he was involved.

After enjoying the new found benefits of the word telephone numbers and realising how successful they were throughout the world, the father and son team established Word Numbers SA in 2004 and proceeded to obtain the most requested generic word telephone numbers, making them available as important marketing tools for companies across the country.

ABOUT WORD NUMBERS



Service

We seek a complete and holistic understanding of a client's needs and infrastructure prior to recommending a solution ("walking a mile in our client's shoes"). The tailored solution proposed will therefore fit within the client's unique model accordingly.

We have the best partners in Telkom and Intellica. We work alongside our technology partners to provide you, our client, with a truly enhanced world-class product.

Our business is small, personalised and highly specialised, enabling us to provide clients with an efficient and swift service. In fact, each enquiry that is logged will be viewed by the Director personally.

Add Value Services include:

- Free electronic call reports submitted to the client at agreed timelines
- Consulting with clients on how to market a Word Number effectively
- Regular communication relating to technology enhancements

CONTACT US



0861-WORD NUMBERS
0861-967368



0861-FAXLINE
0861-329546



info@wordnumbers.co.za

www.wordnumbers.co.za