



DIRECT RESPONSE

# Low line rental with Direct Response's Commercial Caller

Being able to better manage your mobile costs is a challenge that all businesses face and many have the additional challenge of managing communications for remote workers. That's why together with Vodafone we're bringing you a specially designed low line rental tariff, Commercial Caller, and a level of account management tailored just for the business user.

## What is Commercial Caller?

Commercial Caller links your business mobiles and fixed phone into one virtual private network (VPN). With low monthly line rental and a flat rate tariff, Commercial Caller offers great cost savings, improved cost control and simplified communications.

## Benefits of Commercial Caller

- **Managing mobile costs**  
With Commercial Caller you can now manage your mobile fleet costs with a flat rate tariff and low monthly line rental, enabling you to budget more effectively.
- **Reduced mobile costs**  
Through the VPN Commercial Caller offers cheaper calls between mobiles and from your mobiles back to the office.
- **Improved communications**  
Simplify dialling between your mobiles and back to the office by using four-digit extension or short dial code on your office extensions. This makes it much easier for staff to contact each other.

## Integrating mobile data

In addition to making calls on the move, we can also incorporate BlackBerry mobile data into the solution. Adding BlackBerry to your voice connection puts you in complete control of your day even when out of the office. Allow your remote employees to keep communicating just as they would in the office.

## Benefits of integrating mobile data

- **Be contactable wherever you are**  
Ensure you stay in contact with colleagues and clients at all times. Users can receive all emails, appointments and tasks wherever they are and even browse the Internet, without the need to carry a laptop or PDA.
- **Secure connection**  
Communications are secure as all data is encrypted to the highest level
- **Managed installation**  
Getting started couldn't be easier. Direct Response's engineers will come to your office to install the solution and train your staff. This means that your company can immediately benefit from the efficiencies BlackBerry gives you.

## How we support you

- **Integration**  
We have the ability and in-house expertise to integrate mobile voice, mobile data and fixed line calls with a high level of resilience. This means you'll receive one bill for all calls, enabling you to keep track of your mobile fleet and each mobile handset.
- **Dedicated daily point of contact**  
Our highly trained client management team provide any advice and operational support you need. This includes a team of office-based client executives, as well as a team of mobile specialists and project managers, guiding and supporting you through every stage of the connection for complete peace of mind.
- **Client Services**  
Our experienced mobile Client Services specialists will also assist in:-
  - New connections, equipment and accessory orders.
  - Arranging nationwide car kit installations.
  - Complete handset support, including end-user support to your staff directly.
  - Insurance claims and billing queries.
  - 24 hour fault reporting, with on-call managers to assist with any urgent requests.

