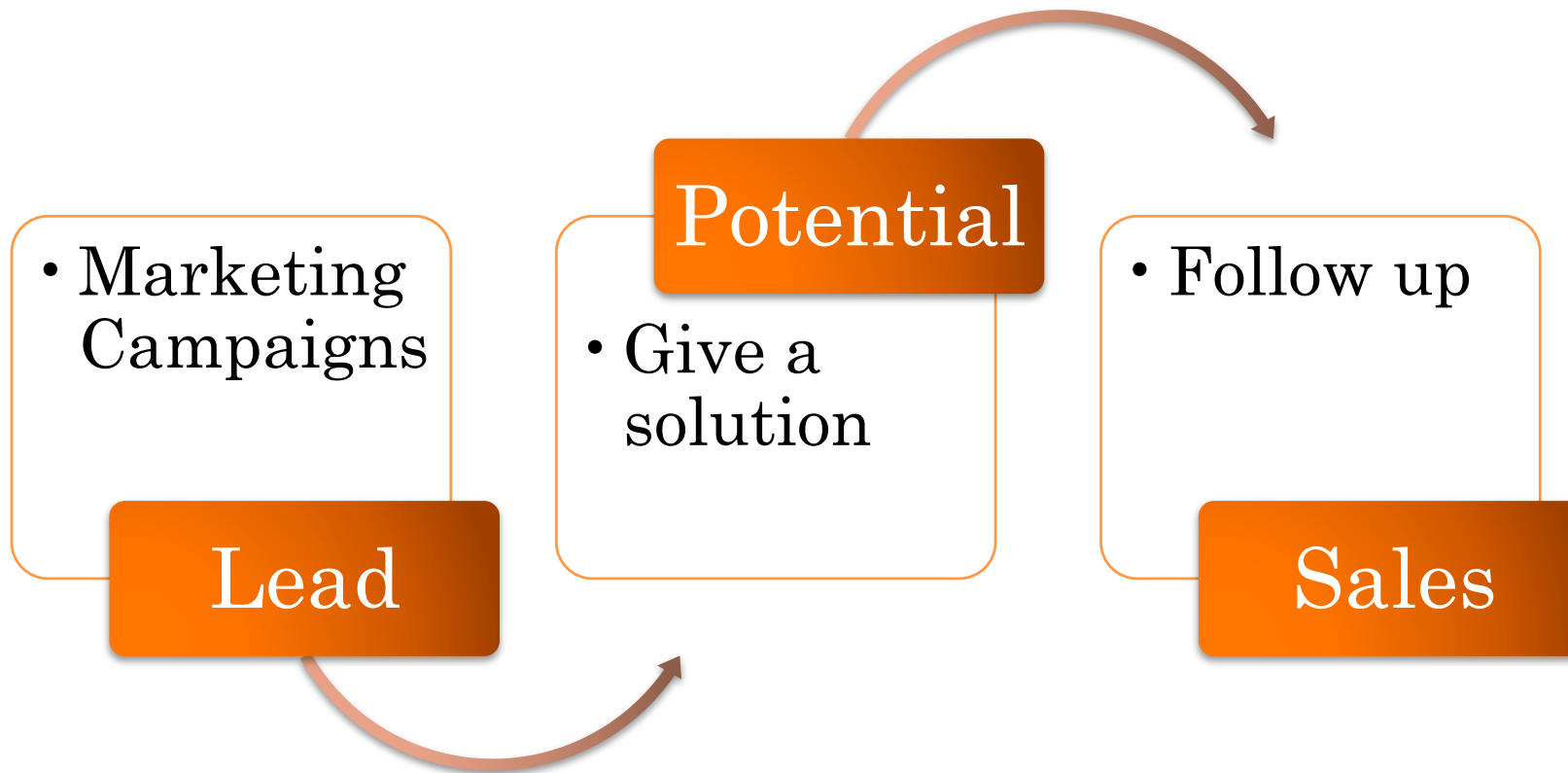




TOLL FREE LEAD MANAGEMENT

Missed Call

TYPICAL SALES PROCESS



WHY LEADS ARE IMPORTANT



- Leads are the fundamental part of the sales process.
- Higher the leads, higher revenues can be generated.



PROBLEM?

The three major challenges are:

1. Generating Leads
2. Managing Leads
3. Converting Leads



TRADITIONAL LEAD CAPTURING METHODS

Phone number of an employee

Problems



- Not available 24x7
- At a time only one call can be received.
- No call logging
- Prone to human errors



TRADITIONAL LEAD CAPTURING METHODS

Web Forms for online campaigns



The screenshot shows a web form titled "Simple Form with FieldSets". It features two fieldsets. The first fieldset, titled "User Data", is checked and contains four input fields: "First Name:", "Last Name:", "Company:", and "Email:". The second fieldset, titled "Phone Number", is collapsed and contains three input fields: "Home:" (with the value "(777) 555-1010"), "Business:", and "Fax:". At the bottom of the form are "Save" and "Cancel" buttons.

Problems

- User needs to be online on Desktop or Laptop
- Not all users are comfortable in filling up a form.
- Internet connectivity could be a problem.



TRADITIONAL LEAD CAPTURING METHODS

SMS Short Codes



Problems

- Not everyone comfortable in composing SMS.
- Language could be a barrier.
- Premium SMS cost



TRADITIONAL LEAD CAPTURING METHODS

Toll-Free Numbers



Problems

- Costly for business
- Needs a setup i.e. more investment
- Huge waiting time for caller on a busy day
- No guarantee for call logs.
- Limited to few calls at a time.



SO WHAT IS THE SOLUTION?

ZNI Wireless Pvt Ltd, Dial 1800-200-5777



Ultimate Lead Generation Tool

Missed Call Based
Toll-Free Number



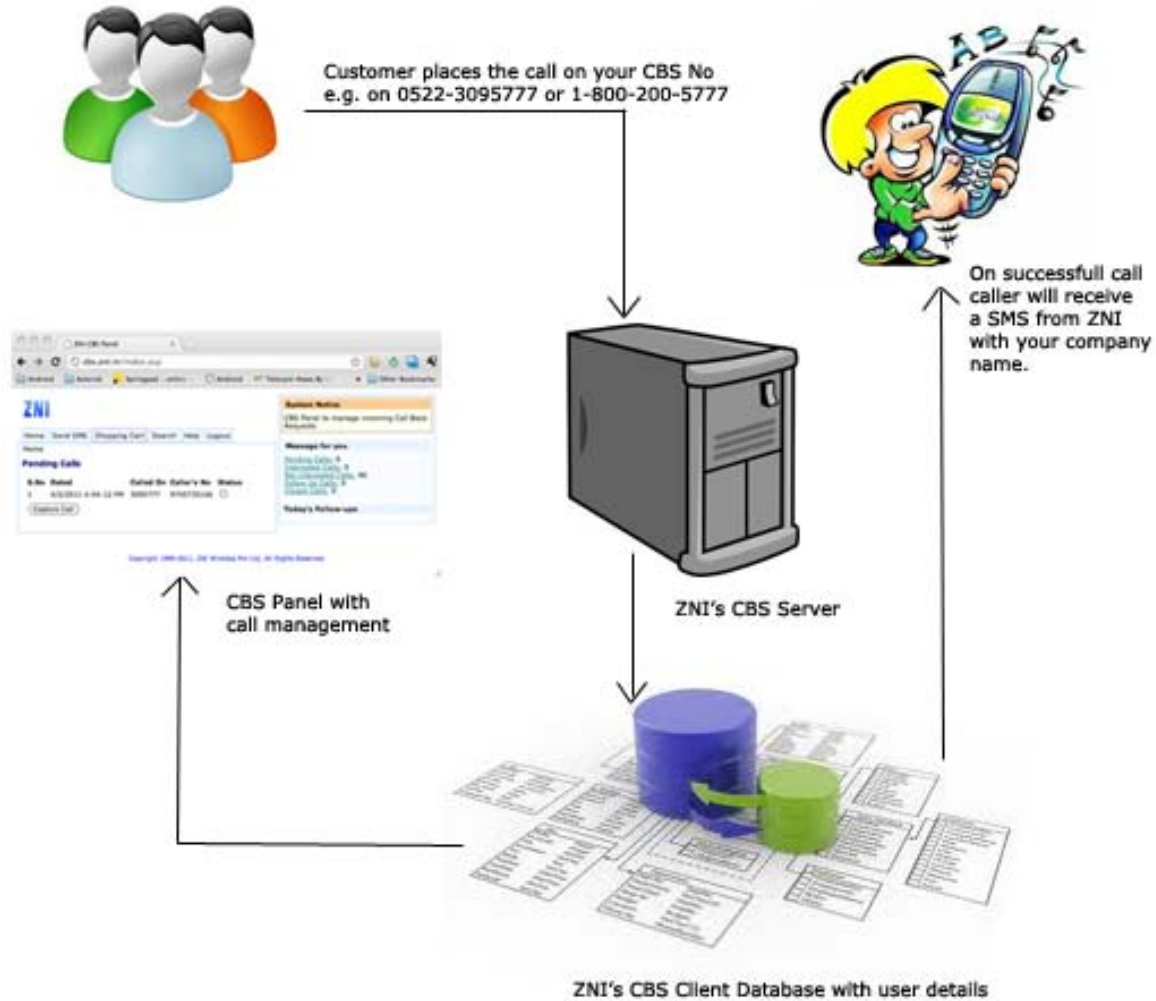
Ride the high wave of revenues & profits



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How IT WORKS?



ZNI Wireless Pvt Ltd, Dial 1800-200-5777



WANT TO TRY? DIAL
1800-200-5777

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WHY IT WORKS?

- Its simple, user just need to place a missed call. **It's Toll Free** for the callers as well as for the businesses.
- 98% mobile users know how to place a call, unlike SMS therefore a bigger user base.
- User don't need to wait & keep holding the call till a call center agent gets free, unlike Toll-Free incoming number.
- Business saves cost against the premium they pay for a Toll-Free call.
- Business save huge costs as there is no setup or hardware involved. 100% cloud based and handles over 6000 calls per second.
- 100% call logs available 24x7 via a CRM panel for proper management of leads unlike traditional mediums where logging is not possible.
- Multi user panel so that leads can be handled my multiple callers.



REAL TIME REPORTING

ZNI

Home Send SMS Shopping Cart Search Help Logout

Home

Pending Calls

Real time reporting with Date & time

Incoming calls on your CBS number

Your CBS number

Select a call and press capture button

S.No	Dated	Called On	Caller's No	Status
1	4/23/2011 4:07:37 PM	3095726	5224113378	<input type="radio"/>
2	4/23/2011 4:09:49 PM	3095726	9451155115	<input type="radio"/>
3	4/23/2011 4:09:57 PM	3095726	9956299120	<input type="radio"/>
4	4/23/2011 4:10:58 PM	3095726	5223229626	<input type="radio"/>
5	4/23/2011 4:11:01 PM	3095726	9919995295	<input type="radio"/>
6	4/23/2011 4:12:59 PM	3095726	8090612758	<input type="radio"/>
7	4/23/2011 4:13:46 PM	3095726	9838137377	<input type="radio"/>
8	4/23/2011 4:14:10 PM	3095726	8081593200	<input type="radio"/>
9	4/23/2011 4:14:11 PM	3095726	9889113333	<input type="radio"/>
10	4/23/2011 4:22:42 PM	3095726	9415904175	<input type="radio"/>
11	4/23/2011 4:23:05 PM	3095726	9905045977	<input type="radio"/>
12	4/23/2011 4:26:35 PM	3095726	9452292444	<input type="radio"/>
13	4/23/2011 4:26:27 PM	3095726	5224061374	<input type="radio"/>
14	4/23/2011 4:29:03 PM	3095726	9839621500	<input type="radio"/>
15	4/23/2011 4:29:37 PM	3095726	5226451636	<input type="radio"/>
16	4/23/2011 4:29:57 PM	3095726	5224070026	<input type="radio"/>
17	4/23/2011 4:30:36 PM	3095726	9451661024	<input type="radio"/>
18	4/23/2011 4:30:57 PM	3095726	9389111010	<input type="radio"/>
19	4/23/2011 4:31:06 PM	3095726	9559522459	<input type="radio"/>
20	4/23/2011 4:31:44 PM	3095726	9935089905	<input type="radio"/>
21	4/23/2011 4:31:51 PM	3095726	9369144576	<input type="radio"/>

System Notice
CBS Panel to manage incoming Call Back Requests

Message for you
Pending Calls: 0
Interested Calls: 41
Not Interested Calls: 744
Follow Up Calls: 226
Closed Calls: 0

Today's Follow-ups
5/20/2011 10:30:22 AM
1132921092
5/20/2011 10:37:46 AM
8860164781
5/20/2011 11:30:36 AM
8233293360
5/20/2011 12:35:33 PM
8954966153
5/20/2011 1:49:58 PM
2240745516
5/20/2011 1:58:41 PM
9310122287
5/20/2011 1:59:46 PM
8091270351

Follow-ups reminders with red or green signal

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CUSTOMER FOLLOW UP LOGS

The screenshot displays the ZNI Call Manager interface. At the top left is the ZNI logo. Below it is a navigation bar with links: Home, Send SMS, Shopping Cart, Search, Help, and Logout. The main section is titled "Call Manager" and contains the following fields:

- Phone No: 9870051166
- Customer Name: [Empty text box]
- Call Received On: 5/20/2011 1:54:34 PM
- Call Captured At: 5/20/2011 2:48:08 PM
- Customer Email: [Empty text box]
- Customer Phone: [Empty text box]
- Next Follow up Date: 0 [Dropdown] Hrs [Dropdown] (Previous:)
- Call Status: [Dropdown menu with options: Interested, Not Interested, Need Follow-up, Converted]
- Remarks: [Empty text area]
- Buttons: Update Cu, Add Remarks

Annotations on the screenshot:

- A blue arrow points from the "Call Manager" section to a blue box containing the text: "After capturing a call fill customer details & remarks".
- Another blue arrow points from the "Call Status" dropdown menu to a blue box containing the text: "customer preferences status".

On the right side of the interface, there are two panels:

- System Notice:** CBS Panel to manage incoming Call Back Requests
- Message for you:** Pending Calls: 0, Interested Calls: 41, Not Interested Calls: 744, Follow Up Calls: 226, Closed Calls: 0
- Today's Follow-ups:** A list of call logs with timestamps and phone numbers, including: 5/20/2011 10:00:22 AM 1132921092, 5/20/2011 10:37:46 AM 8660164781, 5/20/2011 11:30:36 AM 8233293380, 5/20/2011 12:35:33 PM 8954966153, 5/20/2011 1:49:50 PM 2240745516, 5/20/2011 1:58:41 PM 9310122267, 5/20/2011 1:59:46 PM 8091270351.

At the bottom left of the interface, the word "Done" is visible.



BENEFITS FOR BUSINESSES?

- More Leads means more business and revenue.
- 100% call logs
- Works 24x7, 365 days
- CRM to properly follow-up with leads.
- Toll-Free for caller (lead) and for business.
- 100% SPAM free, adhering TRAI NCCPR 2010 guidelines.
- Branding opportunity with 1800 number.
- Automatically scale up the process to handle sudden burst of calls.



CONTACT US

Dial

1800-200-5777

Or

0522-3095777

(To get a free call back)

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Thanks for your time