

AVOXI PRESENTS

Look Local, Sell Local

How to Increase Your
Global Call Answer Rate



Meet Our Presenters



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Navigating Today's Global Marketplace

- Global marketplace overview
- Key benefits to selling globally
- Challenges of connecting with global customers



Solutions: Go Global, Call Local

- AVOXI Case Study
- Local number dialing benefits
- AVOXI TrueLocal™ Service



Time to Connect



Thank You!

Agenda

Global Marketplace Overview

Customer engagement today is about creating seamless experiences that build trust. Customers are rewarding companies that authentically and holistically meet their needs and deliver truly connected experiences over fleeting transactions.

Global Trends in Customer Engagement

- Decline of consumer trust due to fraud
- Consumer visibility into global brands is at an all time high
- Increased investment in technologies
- Modernized business models
- Increased need for cloud based solutions

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Consumers will
spend 17% more
for a good experience

**76% of customer
support functions**
are now fully remote

3 out of 4
outbound calls are
unanswered due to non
local or unfamiliar numbers

80% of customers
say the experiences
provided by a company
are as important to them
as its products & services

Phone calls are
10x more likely
to lead to sales than email

Billions of robocalls are
made each month
**40% are suspected
fraud**

Key Benefits of Selling Globally

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- Ability to diversify into new markets to reach more customers
- Access to new revenue potential
- Greater business stability
- Improved technology
- Improved brand awareness and reputation
- Agile business operations
- Greater access to talent
- More competitive in the marketplace

Challenges of Connecting with Global Customers

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Customer Perspective

- Cost and ease of reaching customer support
- Increased fraud, decreased trust
- Many alternative available options

Company Perspective

- Costly, time consuming in country infrastructure management
- Complex country specific regulations and required documentation
- Customer loyalty

● Call quality

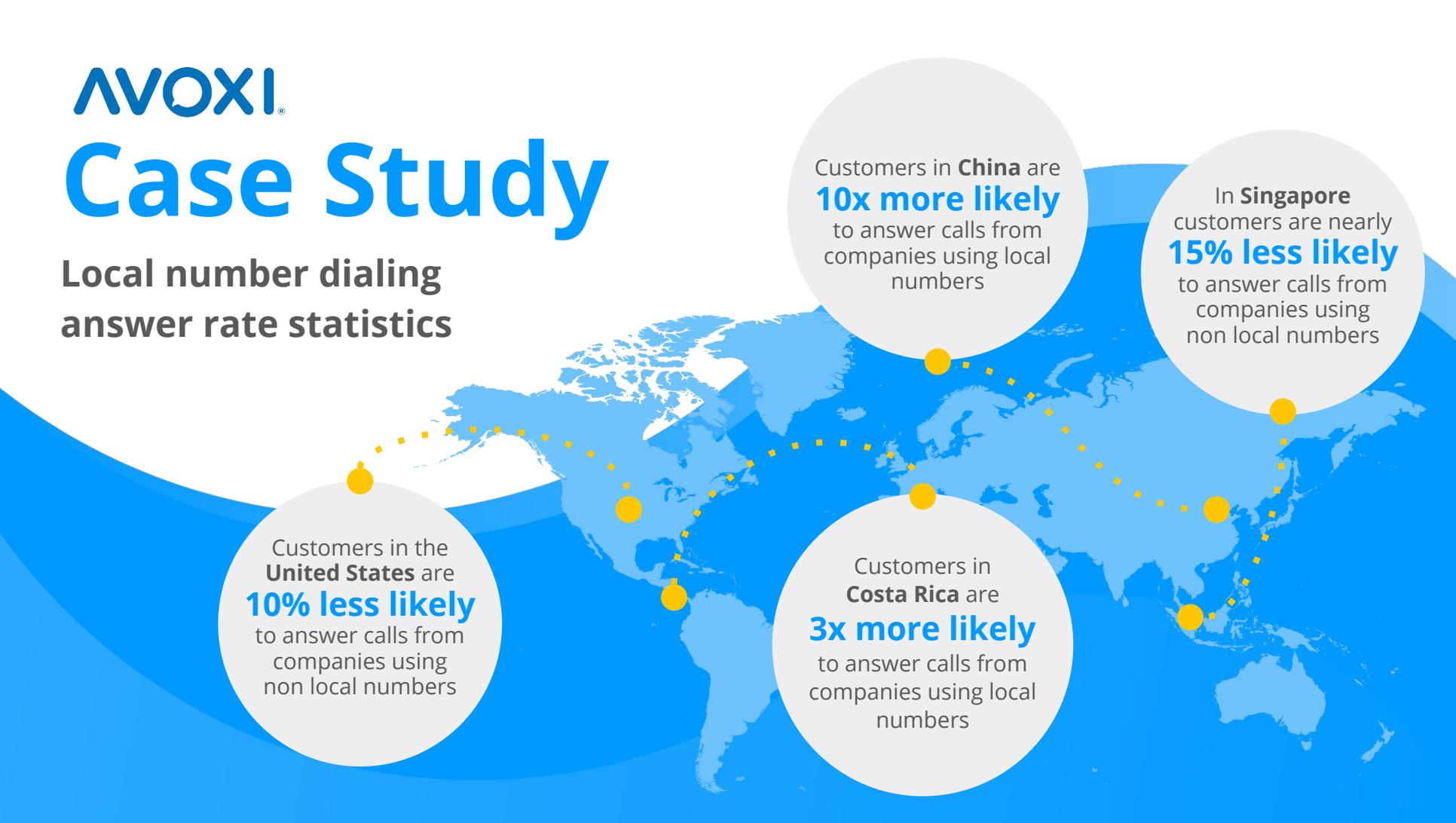
● Time zones

● Language & cultural barriers

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Case Study

Local number dialing answer rate statistics

A world map in shades of blue with a dotted yellow line tracing a path across the Americas, Europe, and Asia. Four callout circles are connected to the map by yellow dots. The circles contain statistics for the United States, Costa Rica, China, and Singapore.

Customers in the **United States** are **10% less likely** to answer calls from companies using non local numbers

Customers in **China** are **10x more likely** to answer calls from companies using local numbers

In **Singapore** customers are nearly **15% less likely** to answer calls from companies using non local numbers

Customers in **Costa Rica** are **3x more likely** to answer calls from companies using local numbers

Solution

Go Global, Call Local



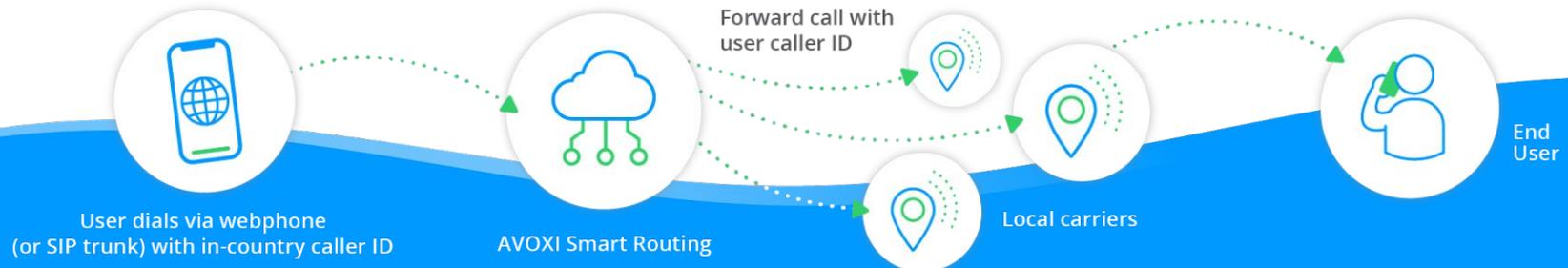
Why do you need local number dialing?

INBOUND CALLING

- Gives customers an easy and affordable way to reach your business
- Creates a local brand presence for remote companies in hard to reach countries

OUTBOUND CALLING

- Increases your answer rate for customer calls with local CLI's
- Builds customer confidence with same number callbacks



What is AVOXI's TrueLocal™ Service?

AVOXI's TrueLocal™ service provides access to the hard-to-find local DID numbers that give you the ability to make and receive local and international calls using the same number.

Where do we support TrueLocal™?

Why did we create TrueLocal™?

EMEA

- South Africa
- Saudi Arabia
- Russia
- Netherlands
- United Kingdom
- Germany

APAC

- Singapore
- China
- Japan
- Philippines
- Australia
- Malaysia
- Hong Kong
- Taiwan
- Thailand
- Indonesia

Americas

- Costa Rica
- Ecuador
- Brazil
- Mexico
- Chile
- USA



Why use AVOXI's TrueLocal™ Service?

We do the heavy lifting for you!

Key TrueLocal™ features that allow users to leverage the full benefits of AVOXI local licenses and interconnects include:

- Increase your outbound call answer rate
- Local carrier regulatory management assistance
- Always on, 24/7/365 customer support
- Instant access to a growing inventory in 170+ countries
- Access to full voice functionality on the AVOXI cloud platform
- Easily modernize your path to the cloud
- Look Local, Sell Local: Drive more revenue!



Time to Connect

Our dedicated support team makes it easy to connect your business with customers around the globe.

If you're interested in upgrading your two way voice service with AVOXI, we will:

1. Learn your business and confirm AVOXI's TrueLocal™ service is available in the countries you require.
2. Project manage service setup, expediting required documentation and porting existing numbers if needed.
3. Provide continuous 24/7/365 customer support after service is established.

Ready to Get Started?

Check out our current number inventory [here](#) and email us at events@avoxi.com

Questions

Thank You for Watching!

Have questions or interested in learning more about AVOXI's TrueLocal 2-way local dialing? Contact events@avoxi.com



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