

Virtual number

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**Telkom**

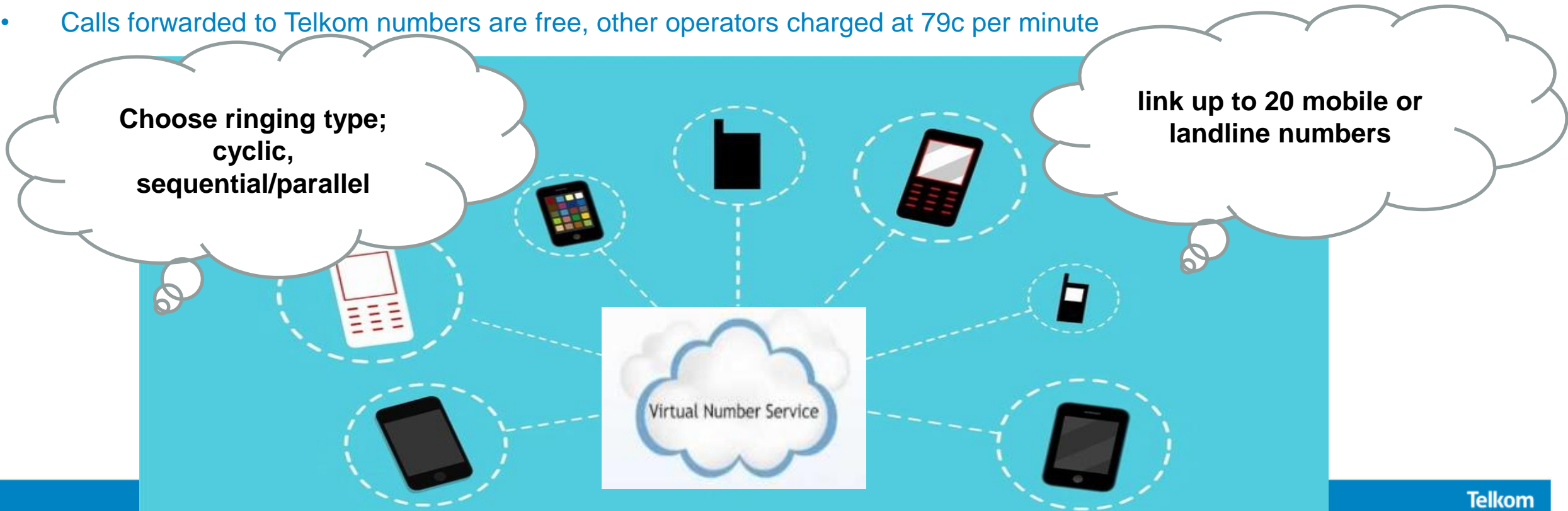
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# What is virtual number?

- A cable-free telephone service created in the cloud which carries a geographic number
- The line only receives incoming calls and no outgoing can be made from the number. Customer can get one of our mobile plan for making outgoing calls.
- Links up to 20 mobile or landline numbers ( Telkom / other operators)
- Calls forwarded to Telkom numbers are free, other operators charged at 79c per minute



# Customer Benefits

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- **Credibility:** Business credibility of a fixed geographic number (012, 011, 031, etc.)
- **Continuity:** Forward calls to up to 20 devices and decide on ringing options and never miss a business call.
- **Mobility and increased productivity:** Your business will be connected from wherever you are. Answer calls from a linked mobile phone.
- **Expand and grow business:** Geographic presence across the country to reach new markets.
- **Affordability:** R99 monthly subscription &
- **Quick activation:** No installation required, quick activation - once-off activation cost of R30

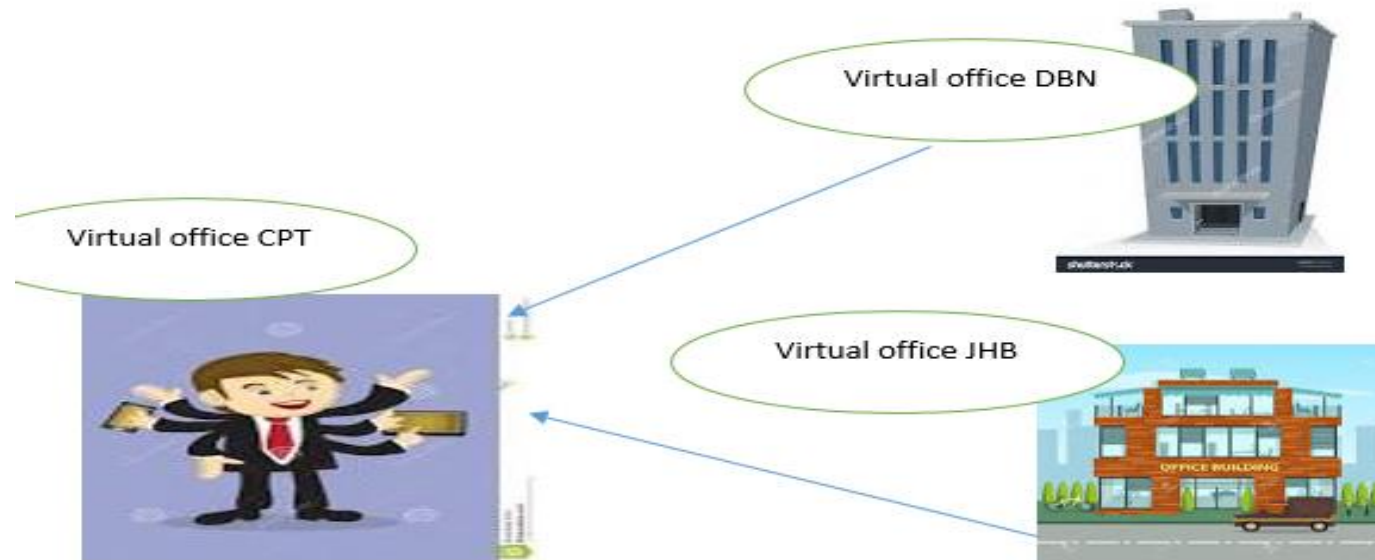
# Value Proposition 1: Start-ups – business credibility

As a start-up business, securing and renting an office space might be costly, added to that setup costs attached to furniture and telecommunications needs are too much. Virtual number is the ultimate solution, making your business look credible to your customers with a geographic number! No office space needed and so you cut down on startup capital.



# Value Proposition 2: Geographic presence – grow the business

In situations whereby a business customer wishes to expand and grow the business to different locations within South Africa's borders, Virtual number for Geographic presence will be ideal. The solution enables the customers to have various virtual telephone numbers linked to different local area codes giving an impression to potential customers in those geographic locations that the business has a physical presence there even though that is not the case. The business customer can have foot soldiers in the different regions to take incoming calls made to the regional number allocated. This enables businesses to effectively market themselves anywhere and gives peace of mind to customers who feel more comfortable with dealing with a company that has local presence.



# Value Proposition 3: Affordability

- Customer can no longer afford to pay for office space/relocating or wants to cut costs, Virtual number is an ideal solution to save customer money, enabling the customer to pay a more affordable monthly subscription so they can continue to receive incoming calls on their geographic number where ever they go.





# Value Proposition 4: Mobility

- Do business on the go and receive calls even outside of the office. Manage your calls and forward them to up to 20 people. Select from 3 ringing options (parallel, cyclic & sequential).





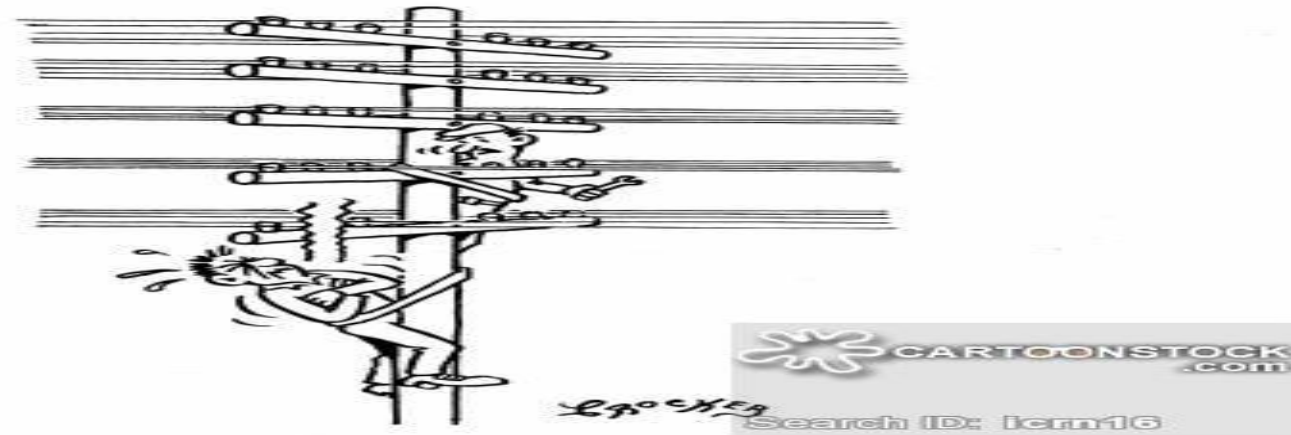
# Telkom Benefits

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- **Reduce churn:** Customers can continue to use their geographic number as a virtual number at a lower monthly subscription. An alternative product to offer for retentions/decommissioned exchanges.
- **New customer acquisitions:** New sales from enabling customers to have presence in other geographic markets. Ideal for start-ups with not enough start-up capital to rent office space.
- **Increase mobile uptake:** Promote our own mobile plans to link to the virtual number, enabling customers to make outgoing calls from the mobile number.
- **Better customer experience:** No technical installation required, quick activation.

# Value Proposition 1: Cable theft/decommissioning exchanges

In areas where cabling is stolen and Telkom can no longer maintain the copper lines, Virtual number is an ideal alternative solution for receiving calls. Customer can migrate their out of order fixed line to a Virtual number to continue receiving calls. Virtual number will ensure that the same telephone number is kept and incoming calls are still received. Problem sorted!



“I told you not to touch the hot line!”

## Value Proposition 2: No infrastructure

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In remote areas where there is no coverage available to supply the customer with a SmartVoice (3G voice service), Virtual number is an ideal solution. The solution offers the customer a geographic telephone number that is hosted in the cloud that will have the same functionality of receiving incoming calls just like a fixed telephone line would. Customer can get a mobile plan for making outgoing calls.



Thank you

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