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## *Kall8 Brings Toll-Free Power to the People*

By Nicholas Olsson, Internet News Editor

The Internet has brought many new conveniences for direct marketers, and I came across one the other day that should be of interest to smaller operations. Kall8 is a new do-it-yourself toll-free service from Seattle-based International Telcom, which entirely automates the process of looking up and acquiring a toll-free number.

Everything is done on-line. Look up the number you are interested in using – the process takes a few minutes, but it allows you to see what is available and arrive at a number that suits your business. They also have pre-registered numbers, for example, 866-FLOWERS (for an additional fee, of course) that you can browse through. Once you have made a selection, you can route to any number in the world, and re-route instantly on command. This enables the user to send the number to another line at the end of a shift, or a retail operator to forward to his cell phone after closing.

International Telcom made a name for itself in the Nineties selling low-cost international telephone service, and is applying the same low rates to Kall8. At 6.9 cents a minute for the toll-free service, it is certainly competitive with the major carriers, and the convenience factor is invaluable. At 10 cents a minute to Great Britain, you may want to consider expanding overseas. I was also informed that high volume accounts can get a domestic rate as low as 2.9 cents.

I spoke briefly with the CEO, Joel Eisenberg, who is a veteran telecommunications executive. He summed up, “We saw an opportunity and automated the whole process. With the major carriers in such disarray, they aren’t focussing on customer service the way they should be. Kall8 is a way to avoid the bureaucratic hassles of the big telcos.”

Kall8 tracks all of your calls online, so you can look up statistics on each number in use and track advertising and sales campaigns as calls are received. You can track by time of day, length of call, or incoming area code. If you plug in a number for your advertising budget, it will even provide you with the cost per inquiry. The only thing it won’t tell you is your conversion rate.

I would give you more contact information, but the process is so simple online that all you need is the web address: **[www.kall8.com](http://www.kall8.com)**.

Next Week: Broadcast fax services online