

Power Up your Business Voice

Your complete Horizon upgrade for capturing,
managing and maximising your calls

PowerUp




focus
group



The Business Voice Power Pack is designed to stop that from happening.

It's one new number and three new tools that work together, quietly in the background, to:

- ✓ Make it easier for customers to reach you
- ✓ Present a professional, consistent first impression
- ✓ Show you exactly how well calls are being handled
- ✓ Help you respond faster and plan better

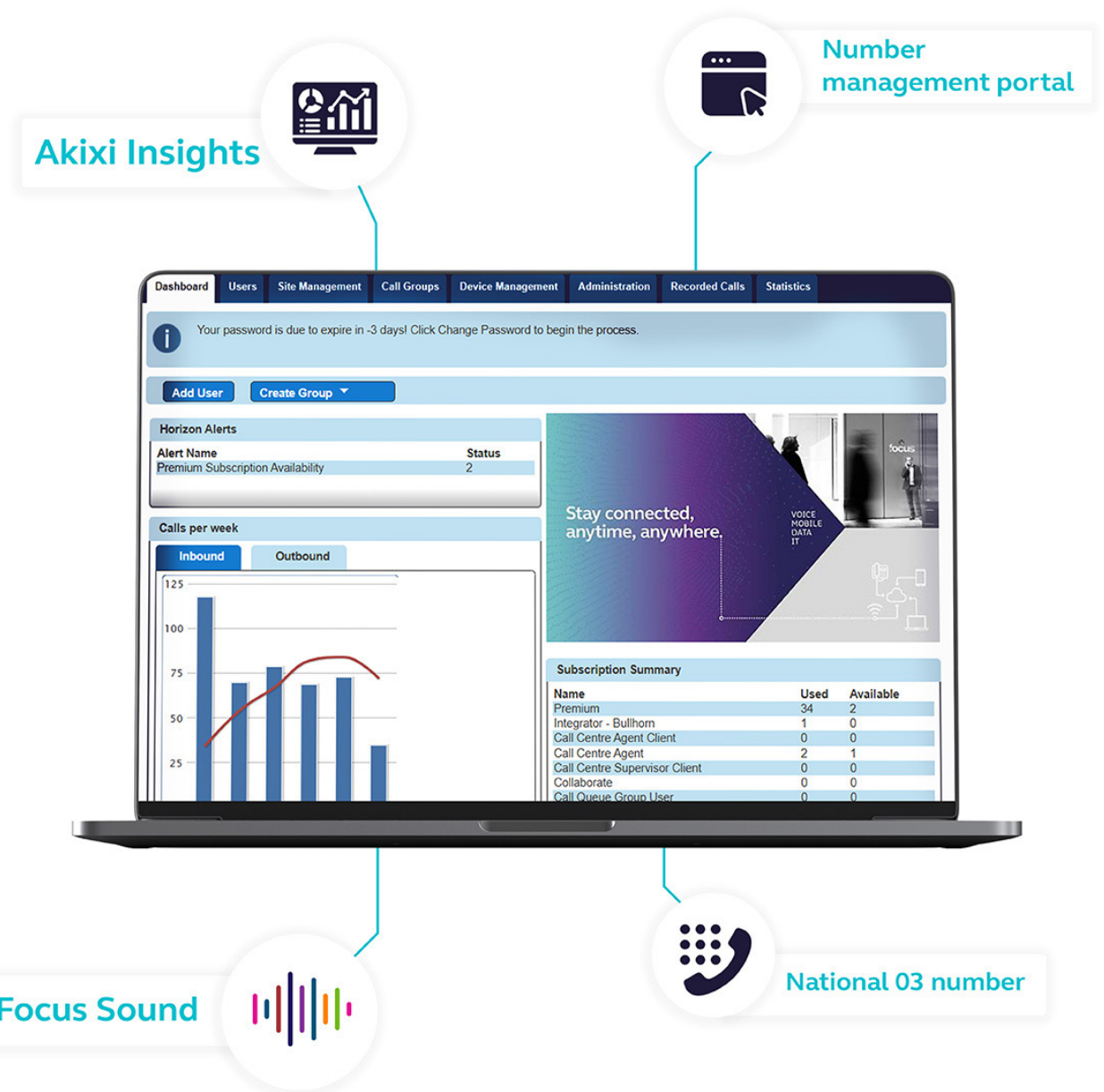
Start with the calls that matter.

We've all been there.

The phone rings when you're in a meeting, with a customer, or busy running the day. You miss it. By the time you're free to call back, they've already found someone else.

Missed calls don't just cost minutes; they cost customers.

Whether you're a small business or a multi-location enterprise, every unanswered call is a potential missed sale, service request or repeat order.



033 business number

Your new number is good news for business

For a long time, businesses used numbers like 0844, 0870, or even local codes to look more professional. But times have changed and so have customer expectations.

033 beats...

- ✓ 0844 – No pricey premium rates. Your customers know you're playing fair.
- ✓ Freephone (0800) – You're not stuck paying for every call.
- ✓ Premium number – No hidden charges or unhappy customers feeling ripped off.
- ✓ Personal mobile – Keeps your work and personal life separate and looks more professional.

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0844 numbers can be pricey for customers to call and often 40–50p a minute from a mobile. To make matters worse, those calls aren't usually included in free minutes. Many people don't realise how much they're paying, which can put them off calling you. That's why more businesses are moving to 03 numbers, which cost the same as a normal landline and are included in call plans.

Focus Group Expert

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First impressions start before a customer even speaks to you. When they see your number, it tells them something about your business. With a professional 033 business number, customers can call you from anywhere in the UK for the same price as a local call. It makes you look established, credible, and ready to do business.

You'll start to see more inbound calls from a wider area, a consistent point of contact for every customer, and stronger confidence in your brand.

Top tip

Put your 033 number front and centre in every marketing channel from your website and social media to print adverts and vehicle livery. A single, memorable number makes it easier for customers nationwide to get in touch, no matter which location or team they need.



Number Management Portal

Manage your number, your way

How your calls are handled can make the difference between winning and losing a customer. Now you can take control instantly by routing calls where they need to go, keeping lines open, and making sure no opportunity is missed.

Picture this: A prospect in another region calls your 033 number instead of a local competitor because it feels professional and “big enough to trust.”

- ✓ Instantly route calls to the right person or team based on time of day, location or availability
- ✓ Login and make changes to routing in seconds
- ✓ Divert calls automatically to other numbers if needed
- ✓ Built-in disaster recovery for complete business continuity

You'll start to see more calls answered first time, reduced downtime impact, and complete confidence that your business stays reachable under any circumstances.

Get started

- ✓ Log in and check your current routing - make sure calls are going to the right person, department, or location.
- ✓ Set up time-of-day routing so calls reach the right place during and after hours.
- ✓ Add a backup route in case your main number becomes unavailable.
- ✓ If you have multiple sites, ensure each one has a clear routing plan



AI-Powered Focus Sound

Make every call a great first impression



Your phone greeting is often the first thing a customer hears from you and it sets the tone for everything that follows. With AI-powered Focus Sound, your callers get studio-quality audio every time, matched perfectly to your brand.

Picture this: You add a weekend-only offer to your greeting on Friday morning. By midday, customers are asking and buying.

- ✓ Studio-quality greetings, music, menus and hold messages
- ✓ Brand-matched voice for a consistent, confident tone across every call
- ✓ Update messages in minutes for promotions, compliance changes or service updates
- ✓ Reduce caller drop-off with engaging, on-brand messages while they wait

You'll start to see more customers referencing your offers, fewer callers hanging up before you answer, and a stronger, more polished image on every call.

Get started

- ✓ Generate your main greeting so every caller hears the same professional tone in any language.
- ✓ Consider a seasonal or promotional message to highlight offers or important updates.
- ✓ Schedule a reminder to review and refresh your audio at least every quarter.



Akixi Call Insights

Turn call data into better decisions

When you know what's happening on your phone lines in real time, you can respond before small issues become big problems. Akixi Call Insights gives you clear, instant visibility so you can keep service high and opportunities flowing.

Picture this: You notice a spike in missed calls between 4–5pm on Fridays. You add one more person for that period and stop losing end-of-week business.

- ✓ Real-time dashboards showing live call volumes, answer rates and busy times
- ✓ Historical data to spot patterns and improve planning
- ✓ Missed call alerts for fast recovery of potential lost sales
- ✓ Campaign tracking to see which activities drive the most calls

You'll start to see more calls turned into customers, faster reactions to peaks, and confident, data-backed decisions that improve both service and sales.

Get started

- ✓ Generate your main greeting so every caller hears the same professional tone in any language.
- ✓ Log in to view your real-time dashboard - familiarise yourself with the layout.
- ✓ Check your missed call report at the end of week one and follow up on any opportunities.
- ✓ Review historical reports to see your busiest times and plan staffing accordingly.
- ✓ If you run campaigns, set up unique numbers to track which activities drive calls.



Built for the way you do business

Be your best self

You might be on a job, with a client, or travelling when a call comes in. The Voice Power Pack makes sure you know about it immediately and can respond before the opportunity is lost.

- ✓ Calls route to both mobile and landline so you're always reachable
- ✓ Voicemail-to-email alerts mean you can return calls within minutes
- ✓ Professional greetings give a small business the same polish as a much larger one

A small responsive team

When you're busy, customers can end up waiting or going elsewhere. The Voice Power Pack helps you handle peaks without missing opportunities.

- ✓ Time-of-day routing ensures calls go to available staff
- ✓ After-hours coverage captures new enquiries ready for follow-up
- ✓ Live dashboards let you see performance and address gaps immediately

Multiple teams or departments

If you run marketing campaigns, you need to know which ones are working — and customers need to reach the right team first time.

- ✓ Track which campaigns generate the most calls and prove ROI
- ✓ Route calls to the right team for faster resolution
- ✓ Department-level analytics highlight where performance can be improved

Multiple locations across the UK

Consistency and agility are essential when customers can contact any branch.

- ✓ One national contact number for a consistent experience
- ✓ Central control to change call routing instantly during outages or staff changes
- ✓ Compare location performance to share best practice and raise service standards

Go all in on multiple languages

Your brand voice and compliance messages need to work everywhere you operate.

- ✓ Local-rate numbers in each country with geo-routing to the nearest available team
- ✓ Multilingual greetings and announcements to meet cultural and legal requirements



The difference you can expect

28%

improvement in answer rates with smart routing and voicemail-to-email alerts

62%

of customers are more likely to call a 033 number than a premium-rate number

20%

increase in customer retention with professional greetings

85%

more accurate conversion tracking with campaign call data

Your calls. Your customers. Your control.

Can I opt out?

Yes. The Business Voice Power Pack is automatically added to your Horizon service with a small monthly cost, and you can stop it at any time.

Why keep it?

Most customers recover the cost many times over by capturing just one missed opportunity a month. Removing it means losing your 033 number, professional greetings, missed call alerts, call insights, and built-in disaster recovery.

How to opt out

Contact our support team any time to remove it but try it for a month first. Many customers see the benefits within weeks and choose to keep it.





From Truro to Inverness, we've got you covered.

Get in touch with your local team

focusgroup.co.uk/contact-us
0330 024 2000

Let's connect. Let's grow.

