



PowerNet Global Adds Inbound SIP DIDs to Call Center Solutions Suite

The DIDs service provides customers with an inbound calling solution to allow end users to return calls.

CINCINNATI, OH – December 15, 2011 – PowerNet Global, veteran of the telecommunications industry for nearly two decades and well known for strong business ethics, integrity, and reliability, adds to their call center solutions suite with [Inbound SIP DIDs](#) to complement their outbound calling solution, NetDialer.

The Inbound SIP DIDs service completes PowerNet Global's call center offering by providing customers with an inbound calling solution to allow end users to return their phone call. The service is available to NetDialer subscribers, as well as non-call center customers. Since the service utilizes SIP technology, numbers are available very quickly, as opposed to traditional POTS or TDM solutions that require substantial time for turn up.

DID - Direct Inward Dialing - service works by providing a range of telephone numbers to call into a company's private branch exchange (PBX) system. This eliminates the need for a live receptionist to route the calls to their exact destinations. Using Inbound SIP DIDs, a company can offer its customers individual phone numbers for each person or department within the company without requiring a physical line into the PBX for each possible connection. With a different line associated to a particular group of numbers like support and sales, the incoming call flow can be segregated and managed in an efficient manner.

PowerNet Global's Inbound SIP DIDs service enables customers to transfer existing phone numbers or numbers can be provided from any local area of choice, which allows call recipients to see a familiar area code on their Caller ID. DIDs can be used for fax and voicemail as well as for live voice connections. Advantages of using Inbound SIP DIDs in comparison to only using regular PBX service include cost savings, calls go through faster, and callers feel they're connecting to a person rather than a machine.

"Inbound SIP DIDs are just another way we offer businesses the opportunity to connect with their customers in a more expedient and efficient manner," said Matt Ziebro, Executive Vice President of Sales at PowerNet Global. "When the telephone is a vital instrument of a company's ability to conduct business – as is most often the case – you need to have affordable services that you can rely on to get the job done and that's what our call center solutions do for our customers."

24/7 Network Operations Center Support is also included as part of the service. For more information on call center solutions available from PowerNet Global, please contact Matt Ziebro, EVP of Sales, at 1.888.516.4974 or via email at mattz@pngmail.com.

About PowerNet Global

A leader in the telecommunications industry for nearly two decades and multi-award winning company, communications provider [PowerNet Global](#) provides voice, data, SIP, and managed solutions to commercial and residential customers nationwide. Headquartered in Cincinnati, OH, PowerNet Global has achieved consistent growth by developing and marketing an expanding array of competitive products and maintaining a clear focus on delivering unrivaled service to its partners and customers.

Media Contact:

Sarah Stiens

1.877.823.7719

marketing@pngmail.com