

CallRail

Achieve work-life balance this holiday season with Lead Center



Running a small business puts a lot of demands on your time, especially during the holidays. If you struggle to unplug, you're not alone, as 62% of small business owners said they [checked on their business during vacation](#) or while spending time with friends or family over the past year.

The good news is that [Lead Center by CallRail](#) helps business owners and their teams manage leads, increase conversions, and improve customer relationships – all in less time. [Call Tracking](#) customers who get Lead Center can use these tips to achieve a better work-life balance during the busy holiday season and the rest of the year.

1 Take more holiday time off with the right tools and systems in place

By taking advantage of time-saving systems like Lead Center, you can [centralize and streamline calling](#), texting, chatting, and [form submissions](#) with Form Tracking. With all of your conversations in one place, all team members have the context and information they need when talking to prospects and customers. That consolidation means you can take some well-deserved holiday time off without worrying that you're missing out on opportunities.

2 Reduce holiday stress by eliminating repetitive conversations

Stop wasting everyone's limited holiday time asking customers to repeat conversations to different employees, searching around for information, or even mistakenly following up with customers who have already been contacted. With Lead Center's unified inbox, all team members can [see previous conversations](#) and highlighted milestones.

3 Take back your personal time this season

During the holidays, you and your employees want personal time to enjoy with loved ones – but it's also one of the busiest times of the year. With Lead Center, your team can make and take calls from the business number while using your own phones. When business calls come in on your personal time, you [have the option to answer](#) by setting your availability in Lead Center, or re-route the call to someone who is working, and even send a quick text response and continue to enjoy your personal time.

4 Prioritize flexibility for yourself and your team

The holiday season can be demanding with shopping, family commitments, and special events that you and your employees want to attend. The key to spreading holiday cheer among your team is to give more flexible work options so they don't have to choose between work and personal time. With the [Lead Center mobile app](#), you have the tools and information to answer texts or calls while running personal errands or doing holiday shopping.

5 Share the holiday workload

Everyone can enjoy time off during the holidays – even business owners – when you use [tools that enable real teamwork](#). It can be hard for business owners to give up responsibilities, but [Lead Center lets your team share tasks](#) by setting agent availability, assigning agents to teams, and making [warm](#) and [cold](#) transfers between agents. And Lead Center's shared inbox provides transparency that instills trust and confidence so everyone can take holiday time off without worrying that customers will be left in the cold.



6 Work smarter, not harder this holiday season

Save time by eliminating repetitive tasks. More than half of [small businesses use text messaging](#), but why type out the same customer reply over and over again when you can set up [Quick Texts in Lead Center](#)? This feature lets agents keep a collection of frequently used text messages that they can send to customers and prospects with a single tap.

7 Weed out time-wasters

Gain some time back during the holidays and any other time by cutting out communications that aren't relevant or important. Call Tracking [lets you mark calls as spam](#), block robocallers, and divert spam calls. You won't even have to see these calls in reports, so you can focus on more important communications.

8 Give yourself the gift of automation

Remove tedious tasks from your holiday season to-do list by letting Lead Center do them for you. Route calls seamlessly to specific people or teams. If someone is unavailable because they're helping another customer, the call can be automatically rerouted to an available teammate. Since Lead Center also surfaces missed interactions in your collective inbox, they can be handled by the first available agent in record time.

9 Unplug for the holidays without worry

Many small business owners want to create a better work-life balance for themselves and their teams, but they don't have the tools to make it happen. By using CallRail with Lead Center, you can provide the tools and set the example of prioritizing a balance between work and personal time, especially during the holidays.

Want to free up more personal time during the busy holiday work season?

Try Lead Center for free

For businesses already using Lead Center, ensure all of your customer-facing teams are [set up as agents](#) to start actioning these tips today.

