

# CallRail

## How Wit Digital is Saving \$4,000 per Month With Conversation Intelligence

CASE STUDY



“CallRail is helping us improve our marketing campaigns and client retention rates. Their tools are invaluable — we simply have to have them.”



**Ryan Cook**

Director of Client Strategy, Wit Digital



# The Client

Wit Digital

**\$4K**

saved per month

**64%**

lower cost per lead

## WHAT WE PROVIDED

### Conversation Intelligence

- Automatically record and transcribe calls for automated insights and analytics

### Automation Rules

- Define rules to classify calls automatically when specific conversation criteria are met

### Call Tracking

- Know which ads, campaigns, and keywords are generating calls



**INDUSTRY**  
Agency



**LOCATION**  
USA

Wit Digital is a results-obsessed digital marketing agency that provides “whatever it takes” services to its clients. Specializing in home service businesses, it provides organic search, paid search, web development, and social media marketing services to help them grow.

## Challenges

### Inaccurate and expensive lead qualification

Wit Digital was driving a high volume of inbound phone calls through its marketing campaigns, but it struggled to qualify those leads efficiently and accurately.

Resolving this issue was a high priority for Ryan Cook, Director of Client Strategy, Wit Digital because the company’s cost per lead was sitting well above the industry average.

At the time, Ryan and his team were recording calls with CallRail’s Call Tracking and then sending the recordings overseas where a third-party vendor would manually listen to the calls and categorize them.

The arrangement with the overseas vendor took a long time to ramp up. Ryan and his team spent a lot of time teaching them how to categorize calls accurately.

Even once processes were in place, Ryan had to do a lot of handholding. Unfortunately, the relationship deteriorated and service levels dropped off over time.

To make matters even worse, the overseas vendor was expensive, with Wit Digital spending \$2,500 to \$4,000 per month.

Ryan could have justified the cost if the overseas team was categorizing calls with near 100% accuracy. But instead, the team was stuck at 65 to 75%, partly due to language barriers.

Eventually, Ryan decided Wit Digital needed a US-based partner to eliminate language barriers. That's when he started preparing an RFP.

However, around the same time, Wit Digital's CallRail rep talked to Ryan about CallRail's Conversation Intelligence with its ability to automatically spot keywords and phrases in every call — and encouraged him to test it out.

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“Our overseas vendor couldn't pick up what we were putting down. We would explain what we were trying to do — but they never really got it.”

## Solution

### Wit Digital powers up Call Tracking with Conversation Intelligence

When Ryan ran a small test with CallRail's Conversation Intelligence, he found it performed better than the overseas vendor right out of the gate.

Based on that success, Ryan abandoned the RFP process and started working with his rep to power up Call Tracking with Conversation Intelligence for Wit Digital and its client accounts.

He also hired a temporary contractor to set up phrases and keywords to achieve an even greater level of accuracy.

Ryan and his team are also getting good results with the filter options available in Conversation Intelligence. For example, if a call from a first time caller lasts more than 60 seconds, Ryan knows it's very likely a qualified lead and can have it automatically categorized as such.

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“With Conversation Intelligence, I have new insights into what's working in our campaigns and what's not. Sometimes even a simple word change can make all the difference.”

## Results

### Saving \$4K per month + greater accuracy

By powering up Call Tracking with Conversation Intelligence, Wit Digital is saving up to \$4,000 per month.

Just as importantly, Ryan and his team are achieving equivalent levels of accuracy — and these continue to improve as they refine their keyword lists.

At the same time, Wit Digital has driven down its cost per lead by 64%. Consequently, Wit Digital is getting a better return on its own marketing efforts and retaining more customers as they too get better ROI on their pay-per-click campaigns.

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“CallRail is a great partner for agencies like us. They're easy to recommend.”

# CallRail

**Unlock the insights hidden  
in your customer data.**

Try Conversation Intelligence free for 14 days.

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