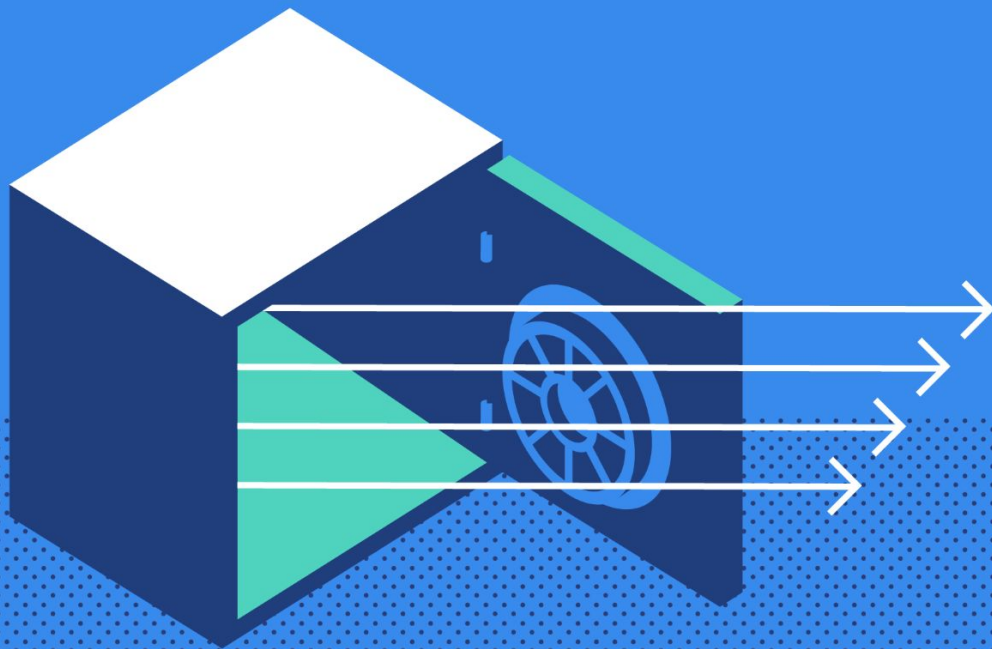


CallRail

The future's calling:
Why business
communications software is
the key to unlocking growth



Introduction

Customers are the lifeblood of your business, making your communications channels an essential component of keeping business going — helping you book new opportunities, follow up with current customers, and lock in repeat business. But customer communication isn't as simple as just picking up the phone or shooting out an email anymore.

Today's customers have access to an endless array of communication channels to get in touch with you — texting, live chat, social media, and more. And they expect to have a seamless customer experience across every touchpoint, getting a prompt response to their most pressing needs regardless of the channel.

But for many businesses, getting a handle on all of these communications while meeting customer expectations for timely response is difficult. And yet, if they want to compete with larger players in the field, they need to exceed customer expectations and more.

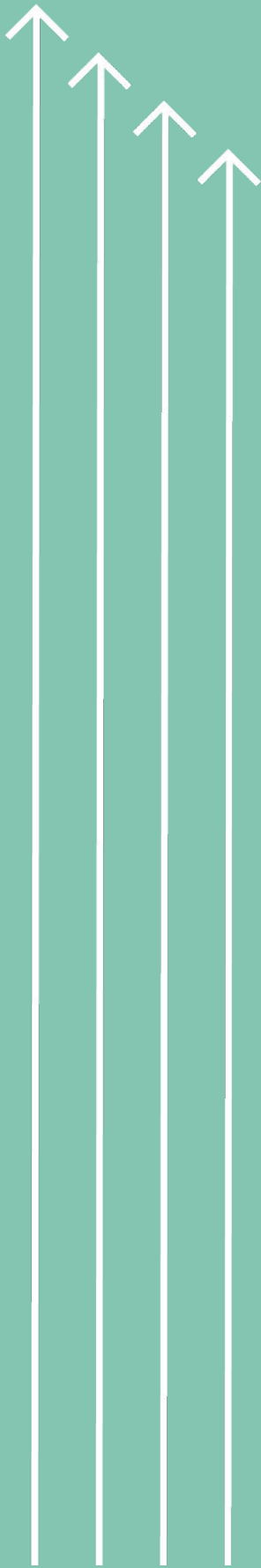
According to 75% of customers, the most important attribute of a good customer experience is a fast response time.¹ And it makes sense. Nobody likes being on hold, and these days, customers are less inclined to wait for service. They're more likely to hang up and try another channel — or another business.



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1. Steven MacDonald, "[5 Ways to Reduce Customer Service Response Times.](#)" Super Office, May 31, 2021.



75% of customers

say a fast response time is the most important part of a good customer experience

40% of millennials

will try to contact you on another channel if you take longer than an hour to respond

But you don't have to be resigned to losing customers or revenue simply because you and your staff can't be tied to a desk phone all day answering calls. You also don't have to struggle to track and respond to all your incoming inquiries across multiple channels.

Next-generation business communications software, like CallRail's Lead Center, can help. By centralizing all your calls, texts, live chat, and form submissions into a single inbox, you improve customer service and support.

The good news: It's easier than you may think to switch to a platform that's a win for your team and your customers.

The current state of business communications

2020 was a transformative and challenging year for businesses. With the COVID-19 pandemic raging globally, many scrambled to add more channels to their communications mix to meet customers' contactless interaction preferences. Almost half of all businesses say they have expanded their communication channels.² Texting, for instance, has increased significantly, with 34% of businesses saying they adopted it due to COVID-19.³

However, not only has engaging customers on their preferred channels been a challenge (40%), many businesses admit they've also struggled to respond to inquiries quickly (39%), and to provide a consistent experience (39%).⁴

It's become clear that the old way of managing business communications — outdated phone systems and multiple platforms for multiple types of communication — isn't working well for businesses. Instead, they need a business communications solution that can go and grow with them — with email, SMS text, live chat, and anything else you can name — all organized and actionable in one platform and accessible via mobile.

Using a robust business communication platform with built-in analytics can meet this need and more. Not only will it enable you to handle multiple channels in one single view, but it also allows you to be more competitive and productive — streamlining communications and workflows so that your team has what they need to close more deals at their fingertips.



77%

of businesses that adopted text plan to stick with it beyond COVID-19.⁵

Source: Zipwhip

2. [“Small and Medium Business Trends Report,”](#) Salesforce, 2020.

3. [“The State of Texting 2021,”](#) Zipwhip, 2021.

4. [“Small and Medium Business Trends Report,”](#) Salesforce, 2020.

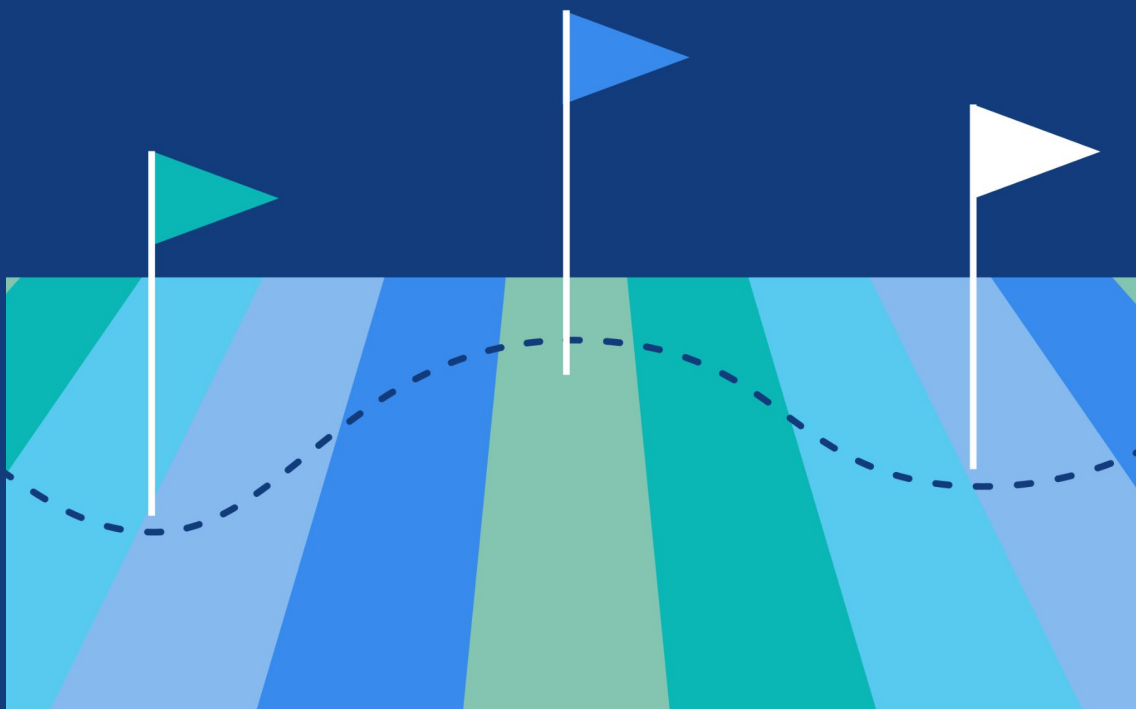
5. [“The State of Texting 2021,”](#) Zipwhip, 2021.


3 biggest challenges of fragmented communications

It's not so much the channels themselves that are causing businesses problems — it's the fact that all these different communication channels are scattered across the business.

Without complete visibility into all channels in one place, it can be hard to keep the customer experience consistent. And even harder to gain meaningful insights that would allow you to deliver a better overall experience.

In working with numerous businesses, here are the top challenges we've seen fragmented communications cause.





Missed calls and missed messages lead to missed opportunities

The majority of calls to businesses go unattended (62%) — either unanswered (24.3%) or forwarded to voicemail (37.8%), according to the most recent data, a 2016 study by 411 Local.⁶

Even when businesses answer calls, there are often rerouting or experiencing other communication challenges that lead to customers having to repeat themselves, making for a poor customer experience. Almost all customers (89%) say they've encountered the highly frustrating experience of having to repeat themselves to multiple customer service reps.⁷

Poorly managed calls mean missed sales

62%

of all calls to businesses go unattended

89%

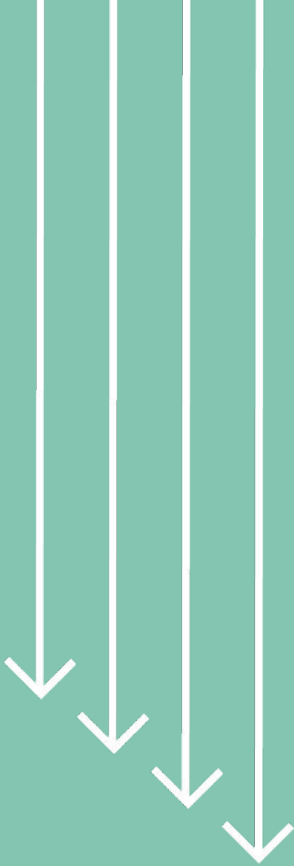
of customers say they must repeat themselves multiple times

56%

lower customer retention rate for companies with an inconsistent omnichannel experience

6. [“Small and Medium Business Trends Report,”](#) Salesforce, 2020.

7. Blake Morgan, [“100 Stats on Digital Transformation and Customer Experience,”](#) Forbes, Dec. 16, 2019.



At [Top Job Asphalt](#), an asphalt paving, patching, and sealing business, had issues with managing two phone systems — one for outbound and one for inbound calls — that left many customers frustrated.

“I had to ask callers a ton of questions to get their information, understand why they were calling, and find out which promotion had prompted their call,” says Sales Relationship Consultant Skyler Andreasen at Top Job Asphalt. “It was time-consuming and really annoying to people.”

Many businesses juggle even more channels than just inbound and outbound calls. They’re also juggling website forms, text, chat, and email. For Amistee Air Duct Cleaning and Insulation, the pain of managing all these different communication channels became apparent as their business began to grow.

As their call volume increased, it became more difficult to keep track of inbound leads and customer follow-ups. Phone numbers would get lost in the shuffle between marketing platforms, and the business was afraid leads and clients were falling through the cracks.

These types of inconsistent experiences were frustrating to customers and costing Top Job and Amistee business opportunities. According to Aberdeen Group, [when companies provide a consistent service quality across multiple channels, they retain 89% of their customers, but when the experience is inconsistent, they only keep 33% of customers.](#)⁸

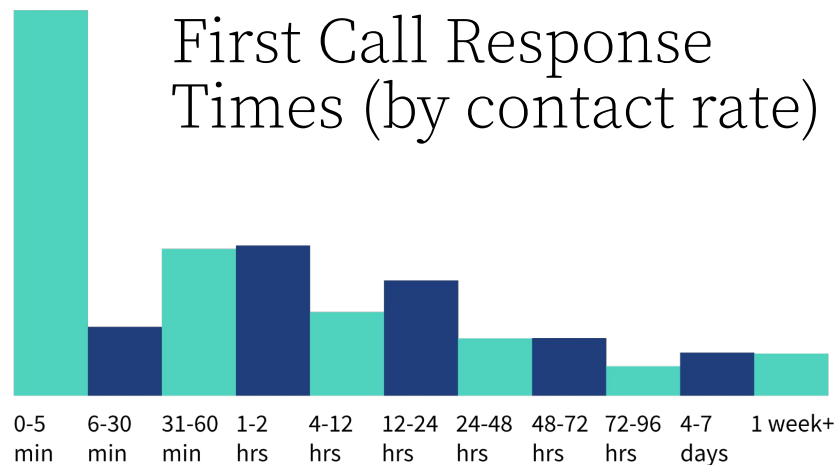
8. Alexa Lemzy, “[Omni-Channel Customer Service Best Practices](#),” Super Office, Feb. 8, 2021.



Long response times are driving down conversions

When a customer contacts you, how fast you can respond makes a big difference in whether you close the deal or not.

Recent research shows that conversion rates increase more than eight times when you attempt to respond within the first five minutes instead of waiting between five minutes and 24 hours.⁹ Yet, only 0.1% of inbound leads are engaged in under five minutes, and 57.1% of first call attempts don't occur until after more than a week.¹⁰



8X

Higher conversion rate when lead response time is under 5 minutes

<1%

of leads are engaged in under 5 minutes


>51%

of first call attempts are a week or more later

Source: Xant

9. "[Lead Response Study 2021](#)," Xant, 2021.

10. *Ibid.*



Lack of data analytics impacts the customer experience

Small and midsize businesses often think that using data and analytics is only for enterprise-size companies. But the truth is, if you're not using data today, you're at a significant competitive disadvantage against not just enterprise competitors but other small-to-medium-sized businesses.¹⁴

According to research by Sisense, small businesses (those with 51 to 200 employees) are ahead of larger enterprises in their use of analytics across every department.¹¹ What's more, data-driven organizations are 23 times more likely to acquire customers, six times as likely to retain customers, and 19 times as likely to be profitable.¹² This is because better data can help you deliver a better customer experience.

According to an Econsultancy and Adobe survey, 65% of businesses felt that improving their data analysis was a very important factor in delivering a better customer experience.¹³ Yet, McKinsey has found that only 37% of companies think they use analytics well enough to create value — revealing a significant missed opportunity for many businesses.¹⁴

Businesses depend on data

68%

use analytics in operations

50%

use analytics in sales

42%

use analytics in customer support¹⁵

11. [“State of BI and Analytics Report 2020,”](#) Sisense, 2020.

12. *Ibid.*

13. Ross Benes, [“Better Data Analysis Is Critical To Improving Customer Experience,”](#) *Insider Intelligence*, March 16, 2018.

14. Guy Benjamin, Jeff Berg, Avinash Chandra Das, and Vinay Gupta, [“How Advanced Analytics Can Help Contact Centers Put the Customer First,”](#) McKinsey & Company, February 1, 2019.

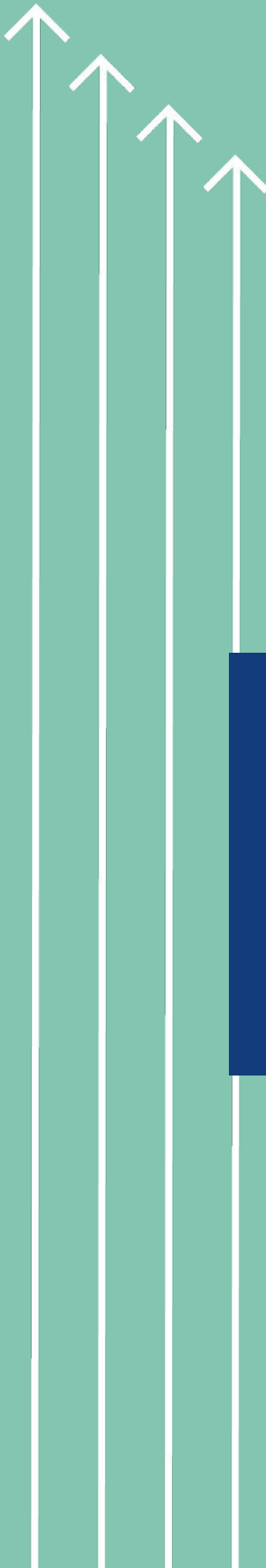
15. [“State of BI and Analytics Report 2020,”](#) Sisense, 2020.

How business communications software can help

No matter the size of your business — resolving your business communications challenges so that you can respond promptly and consistently is essential to remaining competitive and growing your business.

Here are three ways that next-generation communications software can help.





Respond anywhere, anytime — and even automatically


It may feel like you have to remain chained to your desk to make sure you can answer and respond to every call. But in today's mobile world, this expectation isn't very realistic. And it's incredibly unrealistic for businesses in industries like home services or real estate, where staff spend most of their time in the field meeting with customers. According to IDC, 62% of employees use smartphones for work purposes.

To better manage your business communications while on the go, you need communications software that lets you manage all your communications from a single mobile app — and you need automated processes that help ensure a prompt follow-up.

According to IDC, 62% of employees use smartphones for work purposes.¹⁶

For example, D.R. Horton has used Lead Center to cut down significantly on slow response times by automating email notifications, which include a voice mail recording link, to the proper sales reps for every missed call.

16. Phil Hochmuth, "[SMBs Are Ready to Grow Into Enterprise Mobility Management \(EMM\) and Beyond](#)," *Security Intelligence*, May 21, 2020.



“It was such a pain, making sure callers got the help they needed and making sure they were going to the right place,” says D.R. Horton’s Online Sales Counselor. “Email notifications with recordings have been huge.”

In the year and a half since implementing Lead Center and having the capability to track and follow up with leads properly, D.R. Horton’s revenue has increased significantly.

Having multiple communication channels integrated, which eliminates the need to jump between different platforms to match data, can also significantly reduce lead response times.

Brimley’s White Glove Chem Dry found that having all their text messages in one place — alongside calls and other communications — has helped them improve their lead response time. “It was so hard to keep our text messages straight and answer those messages quickly — so having them all in one place is helpful,” says Terri Troll, Sales Manager at Brimley.

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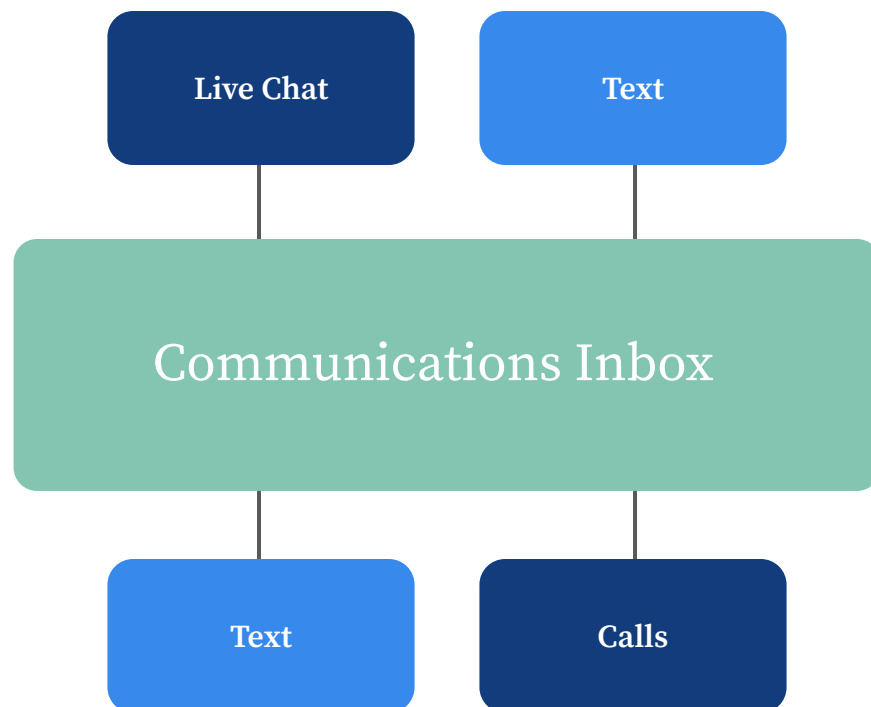
~ TJ Meaney, Online Sales Counselor, D.R. Horton’s

In today’s always-on world, you can’t afford long lag times in responding to customers. The more you can automate the process and respond even when you’re on the go, the more likely you are to convert more opportunities.

Centralize and coordinate your communications

The best way to manage multiple channels is through a unified inbox. Having a single location for all your communications gives you complete visibility into which communications are coming in and from where – helping you capture every opportunity.

In addition to unifying all channels into a single location, business communications software also lets you see the entire interaction history. Having this information available to your team allows you to provide a much better customer experience and eliminates customers having to repeat themselves again and again.



From scattered business comms to streamlined

Amistee has taken the pain of managing customer leads and calls and made it a breeze with Lead Center. The most valuable benefits they cite are:

1

An all-in-one inbox, which lets them call and text without having to switch platforms.

2

Automatic call recording, which lets service reps revisit phone calls in case they missed important information.

3

Digital notes on each client and call to ensure a clean handoff between their service reps and technicians.


For Top Job, having a single unified inbox has allowed their salespeople to make more authentic, efficient connections with leads by giving them context behind every interaction at their fingertips. Not only has this improved customer satisfaction overall, but it's also led to a 30% total customer closing rate, which is 150% of the previous year's closing rate.

"[CallRail's] Lead Center helps us build a genuine connection with leads. Instead of having to ask a bunch of repeat questions, we can get straight to the heart of what they need," says Andreasen. And, because it also tracks the marketing source, the sales team no longer has to ask annoying questions about which promotion prompted the customer's call.

A unified inbox for all communications can also ensure no missed opportunities caused by manual tracking errors. Since implementing CallRail's Lead Center, Amistee has seen a noticeable difference in its ability to respond to opportunities and stay on top of customer and internal communications.

A single inbox allows you to easily route or transfer calls to the right team member and keep a history of all contact interactions in one place. This way, you can provide a superior customer experience, close more deals, increase customer loyalty, and ultimately reap more revenue for your business.





Analyze your calls to find the best opportunities


One way to identify your best opportunities is by recording your calls, getting automatic transcripts, and analyzing them to identify both your strengths and opportunities for improvement. If you're not currently able to record calls or use manual processes for analysis, you're not maximizing your ability to quickly make strategic business decisions that can improve the customer experience and boost conversions.

According to data from Sage, the average small business loses 4.9% of its time to manual processes.¹⁷

“With CallRail, it’s no longer just call tracking. It’s lead tracking.” ~ Jillyn Johnson, SearchIt Media

Even worse, having only a partial view of your communications or errors in your manual data may be leading you to make the wrong decisions. For instance, when SearchIt Media, an advertising agency focused on helping cosmetic surgeons find new clients, was using only call tracking software, they saw a gap in visibility into employee responsiveness and sales conversions. However, by switching to Lead Center, SearchIt could centralize all its lead communications in a single inbox. “With CallRail, it’s no longer just call tracking. It’s lead tracking,” says Owner of SearchIt Media Jillyn Johnson .

17. [“How SMBs’ Manual Processes Cost Economies Billions In Lost Growth.”](#) Payments, Sept. 18, 2017.



D.R. Horton has also applied communications analytics, using CallRail's Conversation Intelligence and Call Tracking within Lead Center, to help them discover gaps in training to level up their team. Now reps know how to handle each call better by referencing prior calls to gain the insights they need for every lead they're servicing.

Plus, by listening to sales calls, they can spot top performers in the company and acknowledge their work. "Listening to these phone calls, and knowing the sales reps killed it, referred [leads] to the right place, and communicated [information] well, is a really nice thing to be able to give kudos for," says Meaney.

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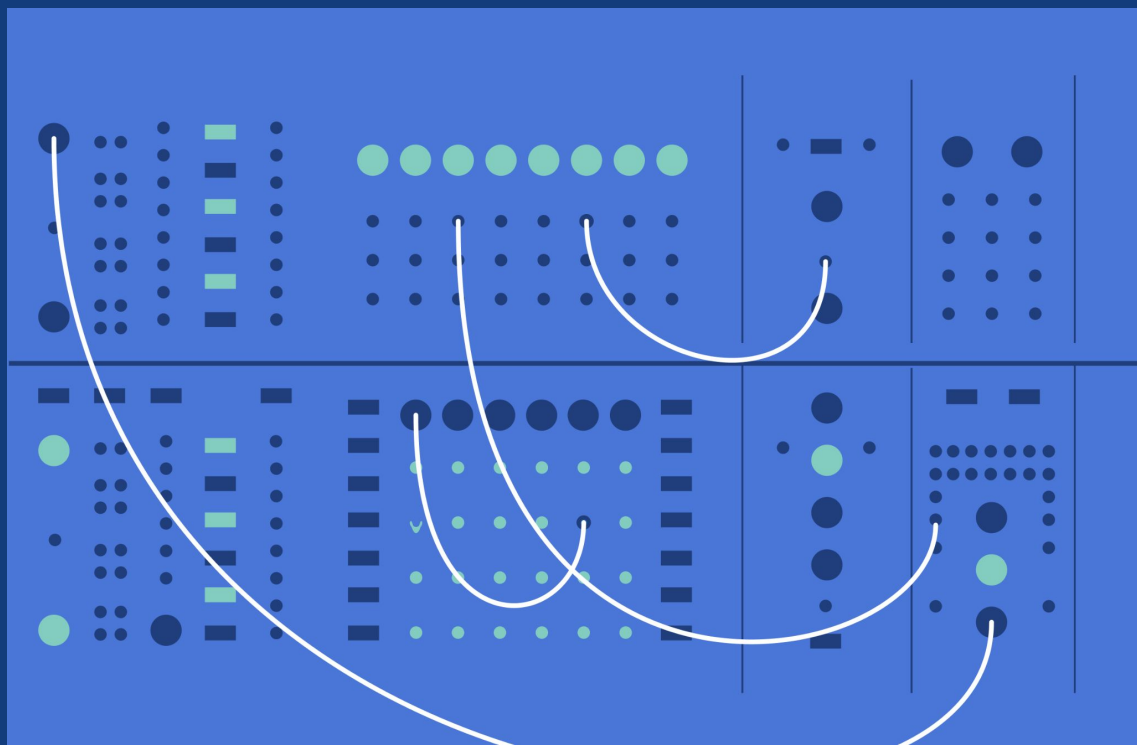
~ TJ Meaney, Online Sales Counselor, D.R. Horton's

Having additional analytical tools like call recording, transcripts, and monitoring in the same location as the rest of your communications data allows you to make intelligent business decisions. Whether it's about where to spend your marketing dollars, how to improve the customer experience, or which internal processes you could improve to close more deals, you need first to understand where there are issues and what you're doing well. An easy-to-understand dashboard with all these insights at your fingertips ensures that you can make these decisions even better and faster.

The Future of Business Communications is here

Businesses that fail to make the move to enhance the customer experience, especially when it comes to how they communicate with customers, will be left behind. To maintain a competitive edge, every business needs to have a solid business communications software solution that serves as the foundation of their operations and can provide the analytics needed to make informed decisions. This is the future of business communications. It can no longer be business as usual.

When you implement a solution like Lead Center, you'll have a robust solution for seamless, real-time communication with your customers wherever they prefer to talk — and from wherever you happen to be. The result? Better customer experiences, streamline operations, and more revenue.



**Ready for business
communications that can
go and grow with your
business?**

Explore the possibilities with a
FREE 14-day trial to Lead
Center.

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