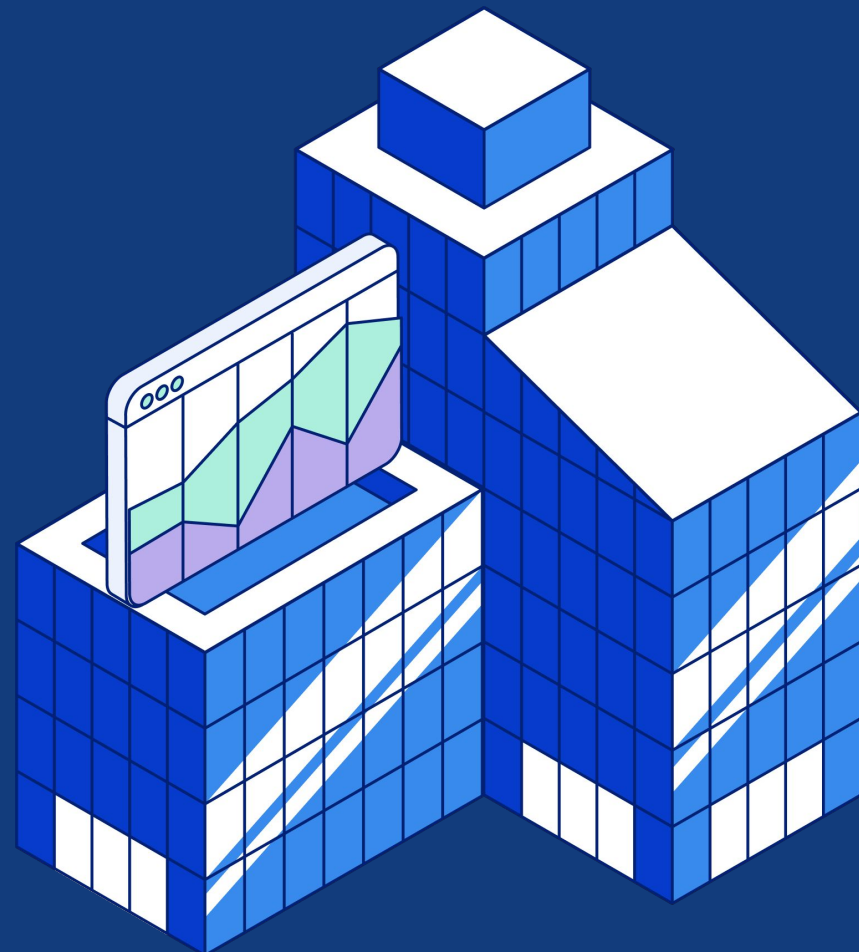## CallRail

Tipsheet

7 CallRail benefits enterprise marketers love

Growing enterprises need more than just customer call information. They need the ability to efficiently dial in to detailed data by area, lead source, and more. CallRail not only gives enterprises this granular view, but offers more control, visibility, and insights than other out-of-the-box solutions.

See for yourself how CallRail can support your enterprise with ease.

**1** **Get insights essential to local businesses at scale.**

Zero in on important insights using CallRail's best-in-class interface so you can track engagements, optimize your marketing strategy, and personalize customer experiences. Our award-winning platform features a highly intuitive, easy-to-use application that makes it easy for corporate teams to view data from different locations. The centralized dashboard also empowers teams to optimize local ad performance.

2 **Easy setup means you can start collecting data right away.**

Easily set up advanced dynamic number insertion (DNI) on your own – no need for contractors or implementation specialists. And once CallRail is launched, it's easy to pull real-time data from your calls, texts, and form submissions. Create number pools that pull real-time data from calls, texts, and form submissions using fewer numbers than other call analytics providers. This allows you to see source specifics while also saving time and money.

3 **Track calls and texts from all channels at the individual visitor level.**

Unlike other providers, CallRail connects both online and offline touchpoints. You get a more complete picture of each lead's entire customer journey by attributing the calls, texts, and form submissions to the marketing that drove them. And prospects and customers get a choice in how they contact your enterprise.
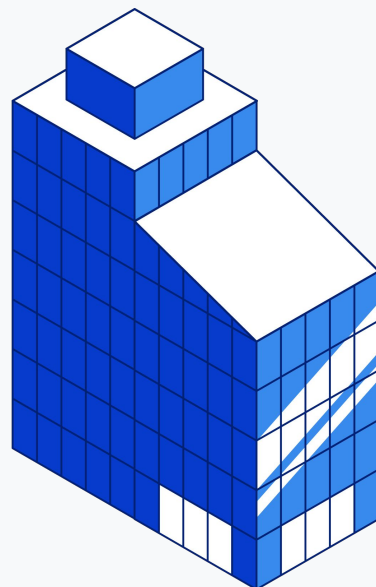
4 **Customize integrations using CallRail's fully functional open API.**

Develop advanced custom integrations through an open API. All the data you can access in the CallRail platform can be pulled into applications you use to run your business. And, CallRail data can be pulled into 3rd-party data enrichment platforms to complete deep customer profiles with call attribution data tied to the individual.

5 **Create custom call flows based on region.**

Ensure a better customer experience with custom call flows that include relevant messaging by location. If your company has branches or franchises in different areas, you can easily localize marketing, language, and contact information. You can even tailor hold music messaging for different areas of operation. Customize call flows and assign them to tracking numbers to establish call routing schedules, forwarding rules, automatic voicemail transcription, and more.

6 **Improve sales and marketing with AI-powered insights.**

Turn on call recording for tracking numbers to access Conversation Intelligence. Then use customer call insights from automated call transcripts to improve sales conversations and marketing efforts. Set automation rules to tag, score, and qualify calls so teams can act quickly on high-value opportunities, close more deals, and increase profitability.

7 **Get white-glove customer service.**

CallRail customers benefit from dedicated account management and white glove support. We aim to help you not only meet your communication goals but your business goals. We're invested in your success, so our customer service comes at no additional cost.

Transform your enterprise with better customer insights.

Ready to learn more about how CallRail can support your business?

Learn more and schedule a demo here.

CallRail