CallRail

Boost your business, delight your clients

3 ways to improve the client experience and fill your sales funnel

As an agency, you know how much your client relationships matter. At first glance, using technology to assist with those relationships might seem counterintuitive, but in a fast-paced agency environment, it can make all the difference.

Here's how **CallRail** can help you win more business — and keep those clients coming back.

Benefits for your agency

Benefits for your clients

Call Tracking makes it easy to generate campaign reports to share with clients that go deeper than standard ad platform reporting, proving your agency's value and your client's ROI.

Protect ROI by regularly accessing and reviewing campaign data and adjusting marketing investments accordingly.

Prove ROI

Call Tracking provides in-depth channel-by-channel reporting, so clients have confidence in how their marketing dollars are being spent.

Clients can make the most of their marketing budgets, knowing they have the data needed to make smart channel investment decisions and adjustments.

Improve Transparency

Foster client trust and reduce churn by offering a transparent look at service delivery and campaign results.

Enjoy a trustworthy, responsive client-agency relationship with mutual and transparent access to campaign data.

Discover valuable insights hidden in your clients' customer conversations with **Premium Conversion Intelligence™** to improve keyword quality and highlight new pain points to increase conversions.

Analyze client sales conversations with **Convert Assist** and recommend actionable next steps and coaching suggestions to help clients close more deals.

Convert more leads & improve sales performance ROI

Comprehensive AI-powered **Premium Conversion Intelligence** tracks customer sentiment and provides detailed call summaries. These features make it easier for customers to be proactive about service or product concerns and increase conversions through customer conversations.

Clients can optimize their frontline customer service and close more sales with access to **call coaching,** which is informed by data gleaned from their customer conversations.


Make proactive, data-driven decisions

Track channel impact with Call Tracking and make data-driven budget optimizations by investing in high-performing channels and eliminating underperforming ones.

Clients can make more informed campaign decisions with a wide range of granular marketing data, all stored within a single, easy-to-use platform.

Expand your service offerings or provide value-added services — without increasing your workload or timelines with our AI-powered tools.

Use AI-driven automation to work smarter, not harder, optimizing processes without adding complexity.

Generate customized, easy-to-implement action plans for turning callers into customers, based on conversational data.
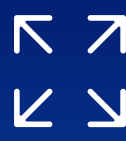
Streamline operations & scale efficiently

Use AI-driven insights to efficiently analyze calls, providing actionable data to enhance frontline team training and performance.

Clients can automate insights and follow-ups with AI-powered tools like Convert Assist, reducing manual effort and allowing teams to focus on higher-value tasks.

Boost your lead conversion rates with access to step-by-step action plans designed for your specific customer (or potential customer).

Differentiate your agency & drive business growth

Set yourself apart from the competition by using AI-powered tools to provide clients with deep, meaningful campaign and conversation insights — without the premium pricing.

Gain **partnership opportunities** to showcase your agency as an industry expert.

Clients gain peace of mind knowing they've followed up with every customer and touched base with each new lead.

With call coaching, clients can discover where their sales team shines and identify opportunities to improve the customer experience.

Ready to take your agency to the next level?

Start your 14-day free CallRail trial today!