

CallRail

A year of innovation: CallRail's 2024 AI highlights

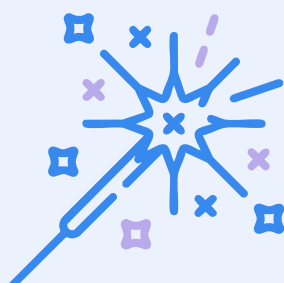
We're celebrating the powerful AI innovations CallRail launched in 2024, each designed to help you convert more leads and extract greater insights from your calls. Here's a look back at the seven AI advancements we rolled out to support your growth, and cheers to accomplishing even more in the new year!



1. Convert more leads in 2025 with Convert Assist



Our newest AI-powered product, Convert Assist, acts as your call coach, writer, and assistant. It provides actionable next steps, follow-up emails, and call coaching insights for every conversation.

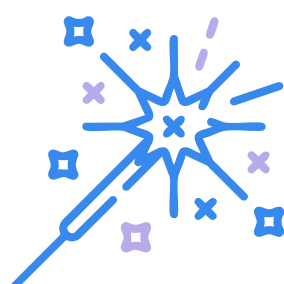


Convert Assist helps you turn every call into a conversion opportunity and elevate customer experiences with AI-powered insights.

2. Get clearer insights in the new year with Universal-2



Thanks to AssemblyAI's latest Universal-2 model, call transcriptions and summaries are now more accurate and detailed than ever.



Kick off the year with clarity as Universal-2 ensures your call data is ready to analyze and provide more precise insights.



“We try to work smarter, not harder. Leads are expensive, so to leave some of them just laying on the floor is a waste. With Convert Assist we will be able to pick those back up and run with them.”
–Tracey Frazier, Office Manager at Remedy Plumbing

Universal-1

Our CEO is John makes far lane.

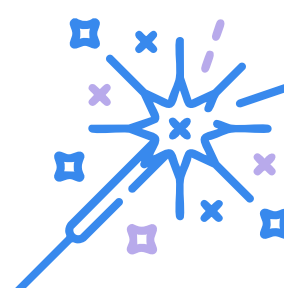
Universal-2

Our CEO is John McFarlane.

3. Set up new and improved automation rules



Automation rules are just one of many powerful features included in our Conversation Intelligence® product. In 2024, we enhanced flexibility in creating and managing customized rules, making it easier than ever to automatically score and qualify your hottest leads.



Effortlessly qualify leads without the worry of rules overwriting each other, and expand customization to catch high-intent customers.

IF: AN INTERACTION MATCHES THESE CRITERIA

Interaction type and handling

Calls Call duration > 120s

Key terms and phrases

Coupon Mail Consultation

Marketing and attribution

Spring mailer campaign

THEN: APPLY AN ACTION

Tag an interaction

Spring promotion X

Score a lead

👍 👎

4. Keep your resolutions using the multi-conversation insights report



This new weekly report delivers essential insights from hundreds of calls directly to your inbox or app, helping you effortlessly track customer sentiment and trends.



With this Premium Conversation Intelligence™ feature, you're empowered to make more data-driven decisions that will improve customer experiences and increase loyalty in 2025.

Summary of Calls

A high volume of calls received, mostly from first-time customers asking for an estimate. The ability to provide estimates quickly resulted in positive sentiment. The most common topics discussed were the new customer promotion and scheduling.

Sentiment breakdown

Positive 58% Neutral 33% Negative 9%

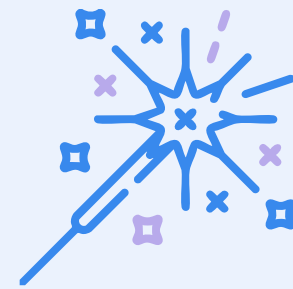
Commonly Asked

- Expiration date of new customer promo
- Scheduling availability
- Completion time for the project

5. Ring in 2025 with transcripts available in 7 languages



We launched **multi-language support** for call transcripts in seven languages, automatically recognizing and transcribing key conversations to help our customers break down language barriers.



Gain a deeper understanding of your customer base, no matter the language spoken on the other line.

Merci pour l'information que vous m'avez envoyé, je suis intéressé a parler de mon compte selon votre disponibilité. J'ai hâte de commencer le plus tôt que possible.

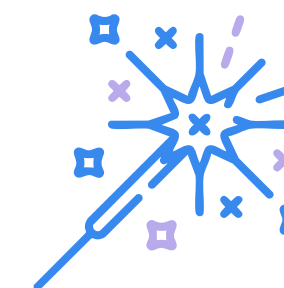
Spanish
↓
French

The screenshot shows a call transcript player with a French message. Below the text is a waveform and playback controls. A green box on the right allows switching between Spanish and French.

6. Start the new year right with lead source clarity



AI-powered **self-reported attribution** (patent pending), initially launched as an alpha feature via **CallRail Labs**, became a permanent addition to **Premium Conversation Intelligence**. It enhances your marketing strategy by capturing the moment a customer reveals how they discovered your business.



This feature eliminates blind spots in attribution so you can see the full picture and refine your marketing resolutions with confidence.



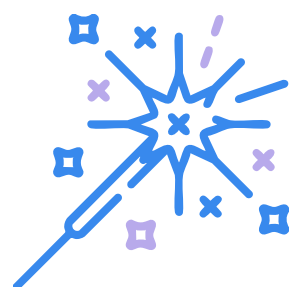
"Integrating [self-reported attribution] into our analytics has provided invaluable insights into customer preferences and behavior, allowing us to tailor our marketing campaigns more effectively."

–Shawn Wanta, Wanta Thome PLC

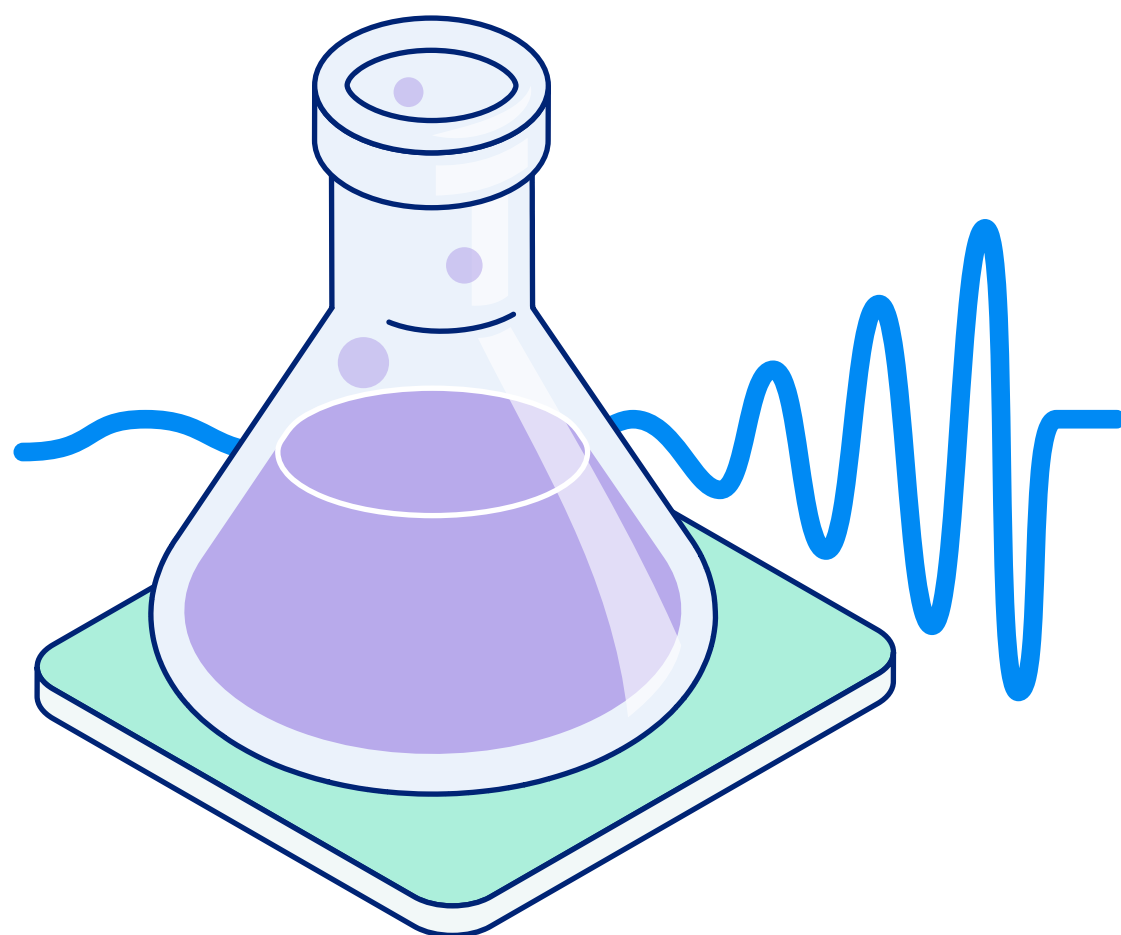
7. One year of CallRail Labs: A toast to innovation



CallRail Labs, an integral part of our Premium Conversation Intelligence product, celebrated its first anniversary in July 2024. This innovative program released a dozen AI alpha features for customers who want to experience and give feedback on the latest AI-powered tech before anybody else.



By resolving to prioritize experimentation with AI, you help your business grow and become more efficient. CallRail Labs is available to users of Premium Conversation Intelligence at no extra cost.



As we enter 2025, CallRail's commitment to delivering innovative AI-powered solutions only grows stronger. Cheers to another year of helping you convert leads and drive customer loyalty!

Ready to close more deals in 2025? Explore Premium Conversation Intelligence and Convert Assist today and see how CallRail's 2024 AI innovations can elevate your business in the New Year!



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