

CallRail

How AI helps you capture and convert more leads



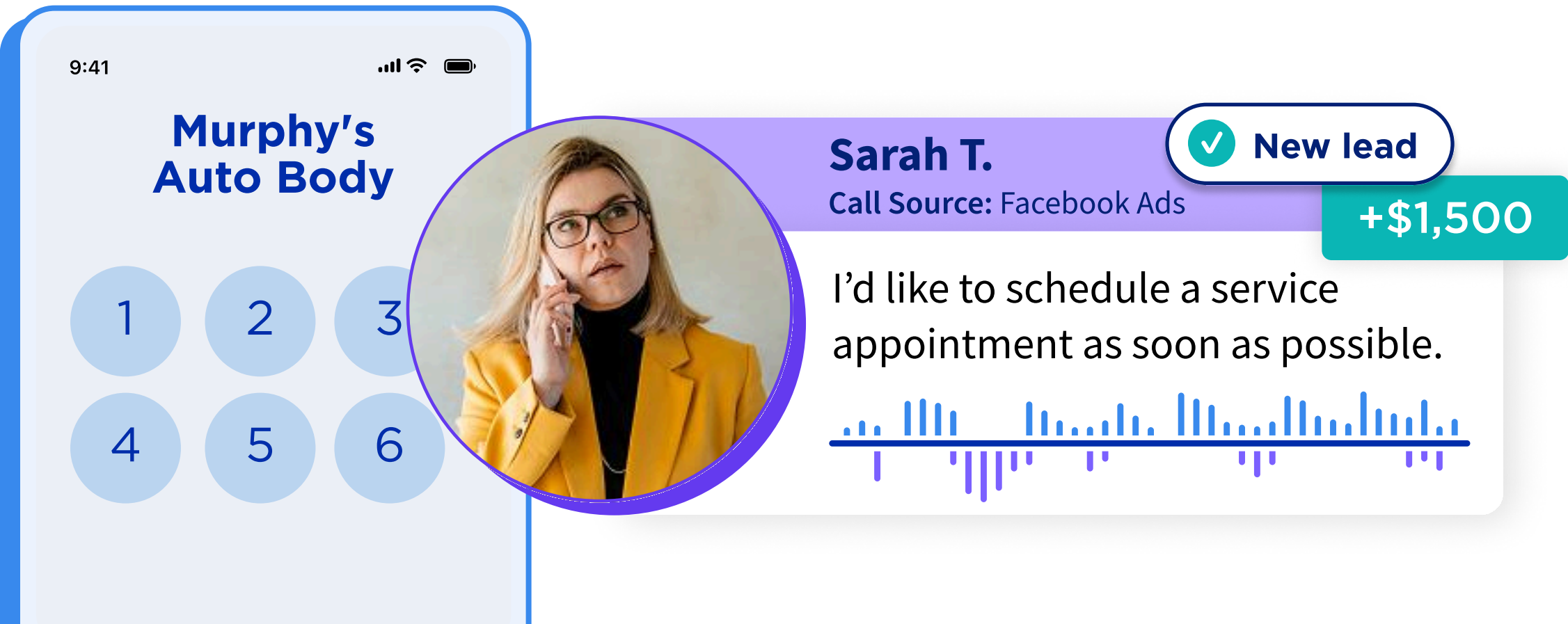
Chapter 1:

Is AI a threat to your business?

If you're like most marketers, you're starting to feel the pressure to keep up with AI. Maybe it's because competitors are adopting new tools, or because you're constantly being asked to do more with less. Either way, it's getting harder to ignore.

At the same time, with every new headline proclaiming “AI could replace millions of jobs!”, it's fair to wonder if AI will make your employees less essential. Will customer interactions be handed off to bots? Will your business lose the personal touch that sets it apart?

These are real concerns, especially for businesses that thrive on strong relationship building.



The truth about AI

AI is creating new opportunities, not just taking jobs

It's designed to alleviate excessive workloads and do new jobs that would never be practical (or even possible) for humans to handle manually.

In fact, most businesses today don't have humans available to answer calls outside of business hours, transcribe and summarize every conversation, track which products and topics were discussed, or suggest next steps and follow-up messages for every lead. No one has the bandwidth or resources for that, and that's where AI steps in.

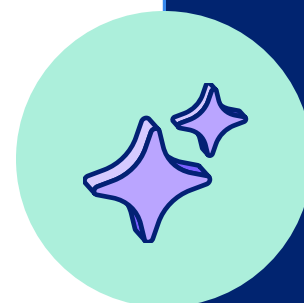
Rather than replacing human effort, AI is taking on the tasks no one had time to do before. It helps businesses act on data they otherwise wouldn't see. AI enables you to reduce missed calls, shorten response times, and get a clearer picture of what's working in your marketing. Instead of guessing what customers want or how the team is performing, you'll have real insights to guide your next move.

AI makes your business more human

While it's true that some AI products aim to let consumers self-service — like online chatbots, AI receptionists, and personalized landing pages — AI doesn't have to be a wedge between you and your customers.

By tapping into AI's ability to optimize your marketing and sales conversations, you can actually connect more deeply and personally with your audience. For example, AI can flag when a caller sounds frustrated, or when a lead asks about a service you don't currently offer, giving you a chance to follow up more thoughtfully or adjust your messaging going forward.

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Chapter 2: AI is adding value to the phone call

Phone calls continue to be one of the main ways customers connect with businesses. In fact, call volume is still growing by up to 3% each quarter, according to CallRail's analysis of over 100 million calls.¹

Why?

Because when it comes to important decisions, like hiring a plumber, booking a dental procedure, or choosing a real estate assistant, people want to hear a voice on the other side of the line. A recent study found that consumers prefer voice calls, especially for sensitive matters, and over two-thirds of businesses say calls are essential for achieving goals like making sales.

That means phone calls aren't going anywhere.

But to stay competitive, businesses can't just pick up the phone — they need to ensure every call is answered, even after hours, and truly understand what happens during those conversations.

That's where AI comes in.

¹ Call volume growth statistic is based on CallRail's internal analysis of over 100 million anonymized phone calls made through its platform. Data was aggregated across multiple industries and geographies, measuring quarter-over-quarter volume trends to identify average growth rates in customer phone interactions.

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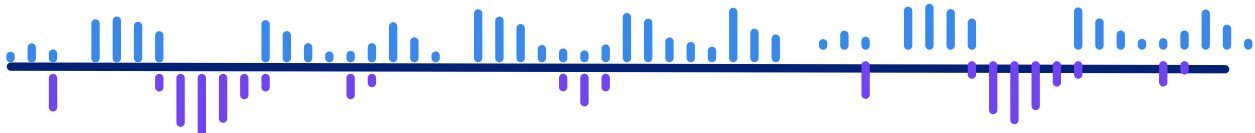
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+\$12,000

Hi, I know it’s late, but I was in an accident and I need to speak to an attorney.



I’m sorry to hear that! I can help connect you with someone...



John Smith

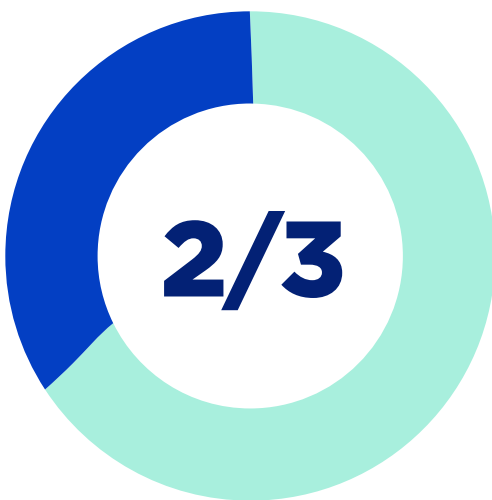
CALL IN-PROGRESS



Sarah J.

SCHEDULE REQUEST ✓

+\$2,500

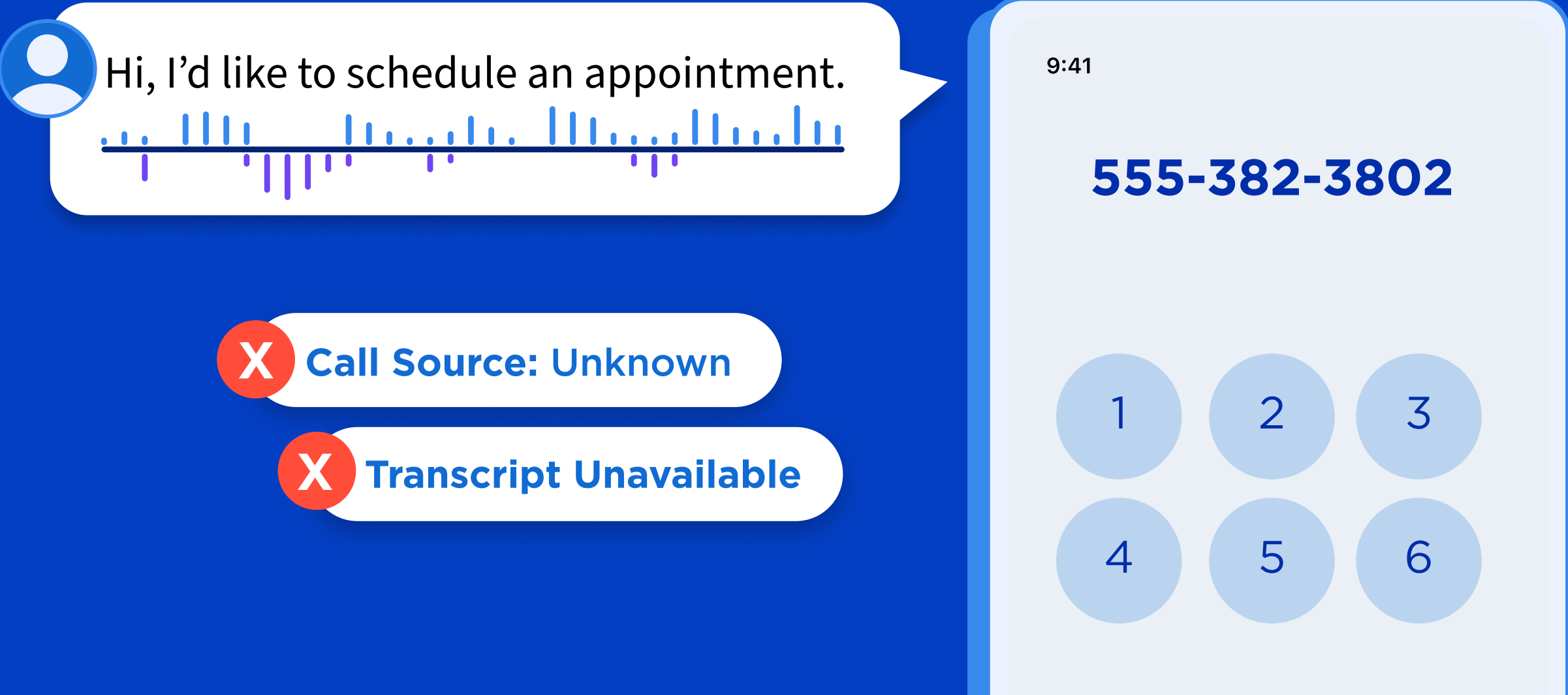


Over 2/3 of businesses say calls are essential for making sales

The future of the phone call

Rethinking the true value of calls

For years, phone calls were tough to track. You could see how long someone talked, but not what they said or why it mattered. Unlike emails or forms, phone conversations weren't connected to your CRM, were hard to analyze, and even harder to act on. That's why many businesses saw calls as a necessary but frustrating part of customer communication.



A smarter way forward

Today, AI makes it possible to pull clear, structured insights from every call without manual listening or note-taking. It can transcribe, summarize, and analyze conversations in near real time, revealing what customers are asking for, how they're feeling, and whether your team is delivering the right message. Modern AI tools can even highlight trends, extract keywords, and help connect calls directly to marketing campaigns — bridging gaps that once felt impossible. That's the difference between a call you answered and a conversation you learned from.

Conversations are alive and well

Despite all the new ways to communicate, people still want to talk. Whether it's over Zoom, VoIP, or the phone, real-time conversations aren't going away. In fact, they're often where your most qualified, high-intent leads show up — ready to buy, ask detailed questions, or get something resolved fast. With AI helping you track, capture, and analyze these conversations, you no longer have to choose between personal service and smart strategy. You can deliver a deeply human experience while gaining the insights you need to drive growth.

Chapter 3: Why calls hold the key to growth

The first key to finding something valuable in any data is to know what you're looking for.

Calls are incredibly rich in real consumer insights and serve as an unparalleled touchpoint for gathering customer feedback, conducting market research, and understanding your overall customer experience.



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Core insights can apply to nearly any business, but there are also opportunities unique to your specific industry or audience waiting to be uncovered.

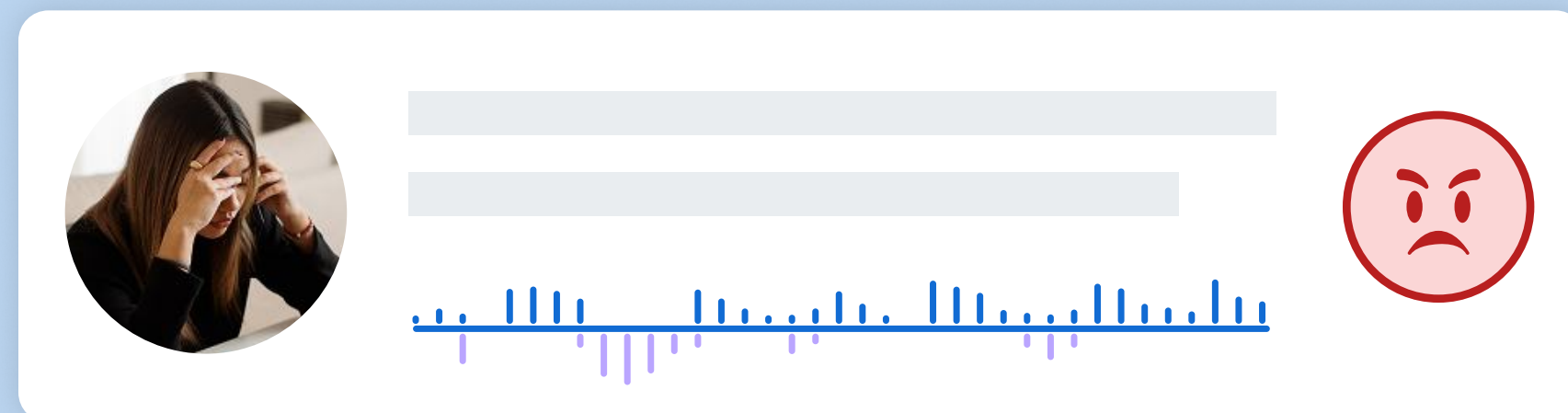
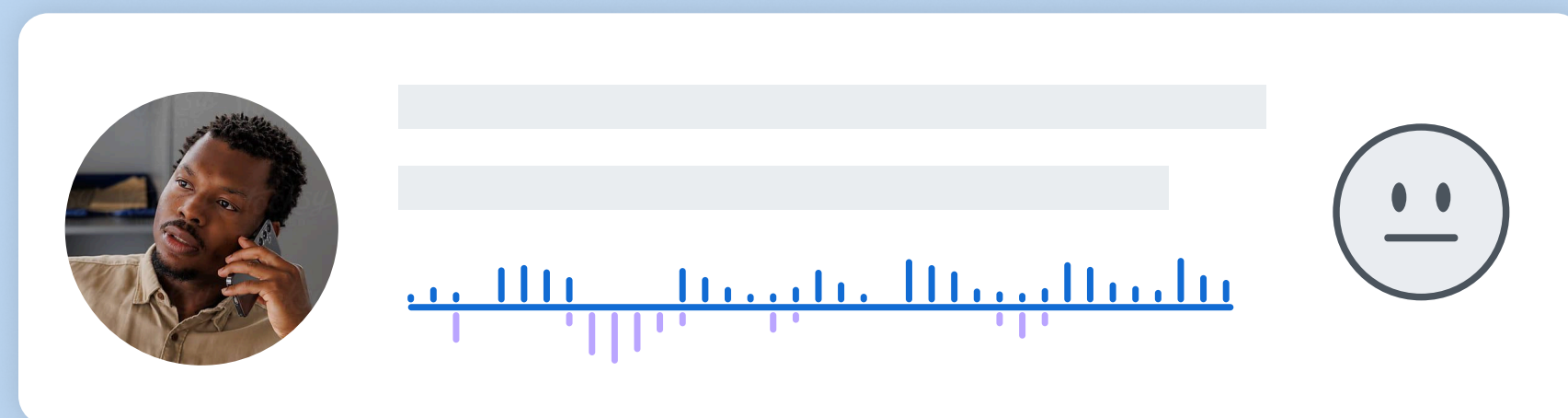
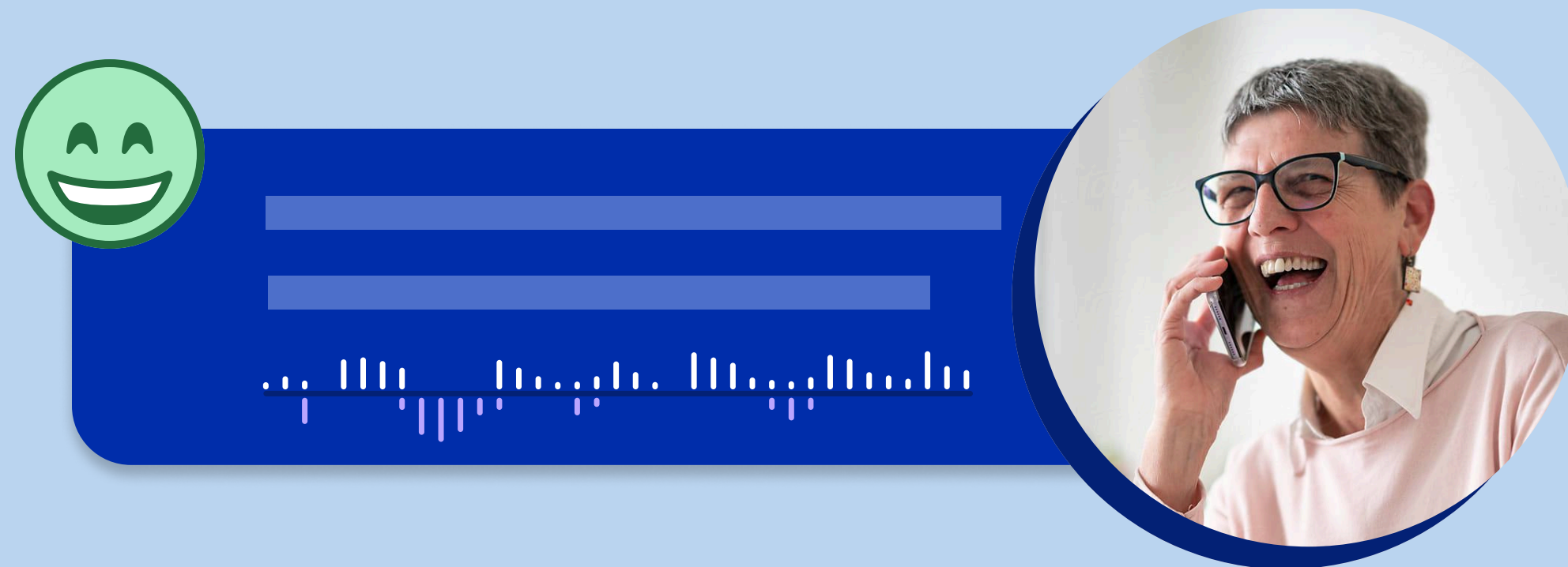
What's in a phone call

Clarity on buyer needs

Conversations are an invaluable opportunity for your business to listen and learn from your customers. Callers are more likely to explain their needs in detail and are often happy to answer questions about why they're seeking a particular product, service, or solution.

- Are people calling about your highest-value offerings?
- Which marketing tactics inspired these calls?
- Are they asking about services you don't offer but could?
- Are the leads well-qualified?

The answers to these questions — and more — are hidden within your calls.



Satisfied or unsatisfied customers

Another critical data point often missing from other channels is call sentiment, or how leads or customers feel during their interactions.

It's essential to measure sentiment in purchasing and support conversations. The most straightforward metric is whether customers are satisfied or frustrated, which directly impacts how you train assistants or adjust scripts.

Beyond service quality, understanding the overall perception of your brand and products can reshape your marketing strategy. Do customers feel confident and excited about your business? What words do they use, and do those match your intended brand messaging?

These insights can dramatically strengthen your marketing approach. With sentiment data in hand, you can choose messaging that resonates and speak directly to buyer needs during calls.

Prescriptive selling opportunities

Calls offer a unique chance to guide customers with personalized recommendations. Unlike self-service buying, where customers pick on their own, callers are specifically seeking expert advice to find the right fit.

To maximize these moments, your team needs to listen closely and tailor their responses.

- Are your team members highlighting the right services or solutions?
- Are they capitalizing on opportunities to upsell or cross-sell additional offerings?
- Are they building trust and answering objections that could otherwise derail a conversion?

Understanding which activities lead to conversions and which do not can help identify best practices and new strategies for driving sales, growth, and business opportunities.



AI GENERATED

Isaiah Reed

Call source: Google Ad

Call received: Feb 6, 3:33pm



Action plan

Smart follow-up

Coaching

Positive:

- You greeted the caller professionally.
- You were patient and polite.

Areas to improve:

- Cut down on words like “um” and “uh”.
- Focus on value when talking pricing.



Keri Smith

123-999-1234

Flagstaff, AZ

Last call: July 14, 2025, 7:14pm

CALL SOURCE: Bing Ads

+\$2,500



KEYWORDS:

QUOTE

PROMO

Connecting marketing to revenue

In a world where businesses often manage over 130 different pieces of software, connecting call data directly to revenue can feel impossible. Purchases or bookings are often recorded in separate systems, leaving calls disconnected from final outcomes.

So, if you can't prove whether calls equal revenue, how do you optimize your marketing?

The answer lies in the calls themselves. Phrases like “I’ll take it,” “let’s move forward,” or “book an appointment” strongly indicate a conversion. You can also pinpoint which products or services were discussed — all without leaving your call platform — when you have the right tools to surface these insights automatically.

Chapter 4:

How AI takes your phone calls further

AI has revolutionized how businesses capture, analyze, and act on phone call data. Instead of relying on manual review, AI empowers teams to ensure every call is answered and captured, understand conversations at scale, uncover trends, and proactively improve customer experiences and marketing efforts.


Conversational AI

It all starts with world-class speech-to-text transcription

To get quality transcriptions of their phone calls, businesses used to employ transcription services consisting of dozens or hundreds of people who would listen to and type out the content of their call recordings.

While highly accurate, these services were expensive and time-consuming. Therefore, it was impossible to use the data for fast-follow automation, such as AI-generated sales recommendations or instant manager escalations.


Enter: the science of Automated Speech Recognition (ASR). ASR is a variety of AI tools trained to detect and decipher human speech. Today’s ASR models are remarkably advanced, reaching near-human levels of accuracy, with the benefit of providing instantaneous results. With your conversations transcribed as high-quality, accurate text, it’s easy for other AI models to analyze content, surface trends, and make recommendations quickly.



Keri Smith
123-999-1234
Flagstaff, AZ

Last call: July 14, 2025, 7:14pm

[Read full transcript](#)



KEYWORDS: QUOTE PROMO

Hello. I'm looking for a quote on a new roof. You installed my neighbor's roof last summer and I see you have a promo.

Summaries and aggregate trends

AI language processing has advanced significantly, making it easier to interpret and condense long, complex conversations. This is especially useful for calls where a customer and staff member discuss multiple questions, products, or concerns. Instead of sifting through transcripts line by line, your team gets a clear, concise summary of the key points, saving time and improving follow-up.

The real power, however, lies in AI's ability to identify trends across many conversations. For example, imagine an insurance company in the Southeast noticing an uptick in flood insurance inquiries between July and September — a pattern AI could detect in real time. With this insight, they could pivot their marketing quickly and capture new demand.

Seasonal shifts, local events, and evolving customer needs all influence these trends. Rather than relying on manual tracking, AI helps businesses act faster and smarter.



Keri Smith
123-999-1234
Flagstaff, AZ

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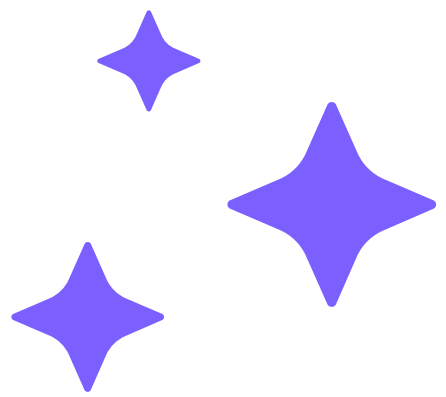


[Read full transcript](#)

Call summary

Inbound call: July 14, 2025, 7:14pm

Keri needs a quote for a **new roof**. She is available **next Wednesday** after 3pm.

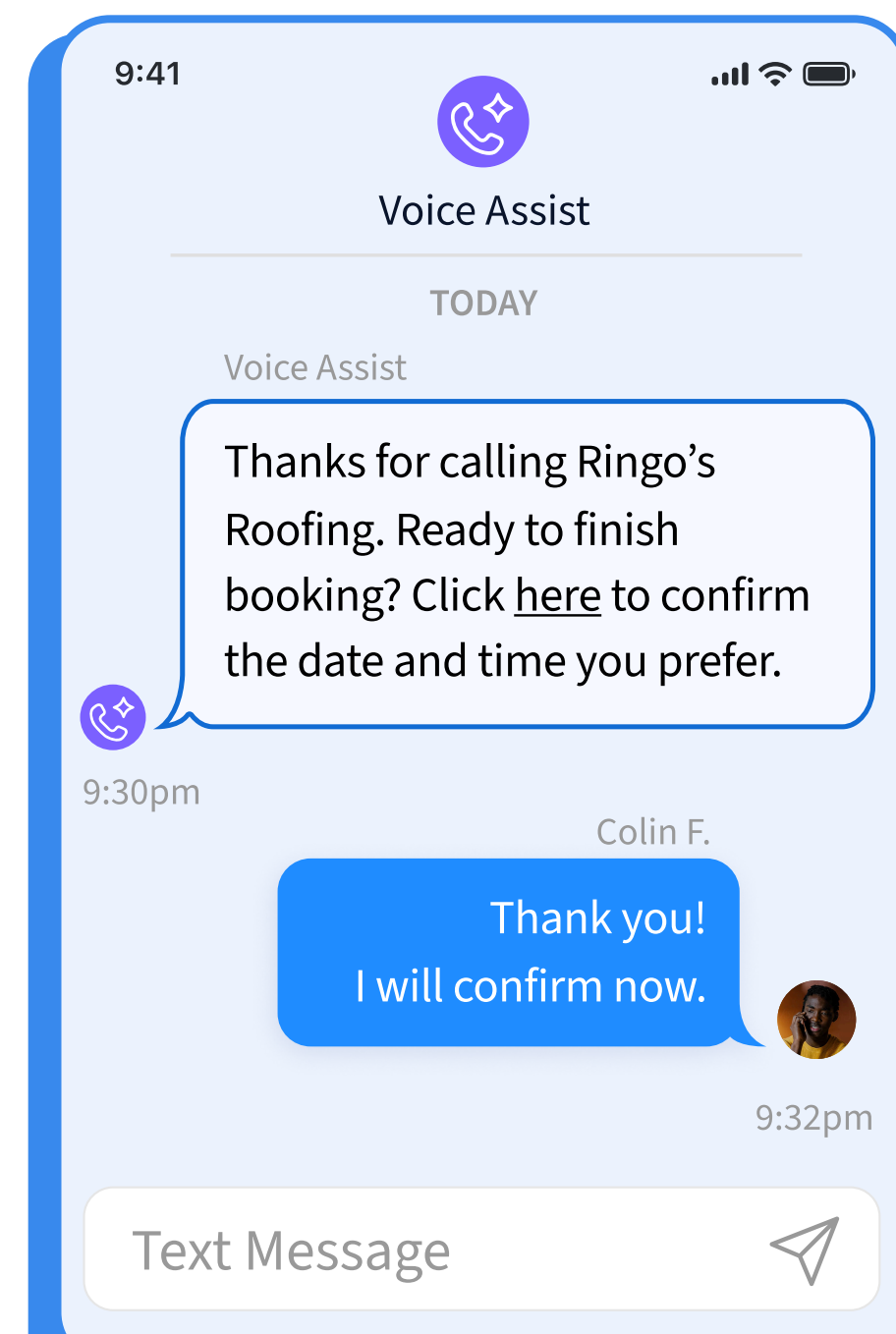


Lead intake and customer questions

Conversational AI can also automate parts of lead intake and answer common questions when your team isn't available. AI-powered assistants capture calls, collect caller details, qualify leads, and answer FAQs, ensuring high-intent prospects are engaged even after hours or during peak call times. And with built-in automated responses and follow-up capabilities, no lead slips through the cracks. By immediately sending personalized texts or emails, you can keep the conversation going and move prospects further down the funnel, all without missing a single call or opportunity.

Hello, this is Ringo & Ringo Law. How can I assist you?

Hi. I was just in an accident and would like to speak to an attorney.



Generative AI

Actionable next steps

Much of the splashy news you read about AI is about ChatGPT or, more broadly, generative AI. Generative AI is the category of AI that can output new creations — like text, visual art, audio, and code — similar to the inputs it was trained on.

Far from being just a buzzword, generative AI has become a valuable tool for sales and service teams. This type of AI can create new content or suggestions based on call data, such as personalized follow-ups, text messages, or emails. It helps businesses take immediate, data-driven next steps without manual effort, so no lead or opportunity is left waiting on the bench.



AI can analyze a call and recommend the most effective next action.

Call handling feedback

Generative AI can also help evaluate call performance by analyzing assistant responses and customer reactions. This feedback supports training efforts, highlights best practices, and identifies areas where assistants can improve, strengthening overall team effectiveness.

Additionally, AI-generated follow-up messages can be sent promptly, improving response times and enhancing the customer experience.

Marketing recommendations

AI doesn't stop at supporting assistants — it can directly impact marketing strategy. By analyzing call data and determining which campaigns or keywords bring in qualified leads, generative AI can suggest new keyword opportunities, adjust bidding strategies, or even automate certain campaign updates.

For example, if you run a dental practice and more patients are calling after searching “emergency tooth extraction,” AI can spot that trend and recommend shifting more budget toward that keyword or even suggest creating a new landing page to capture those leads.



Turn every conversation into a competitive advantage

Businesses are investing significant time and budget to make their phones ring — from paid ads to SEO and everything in between. But what happens when that call finally comes in is where the real opportunity lies.

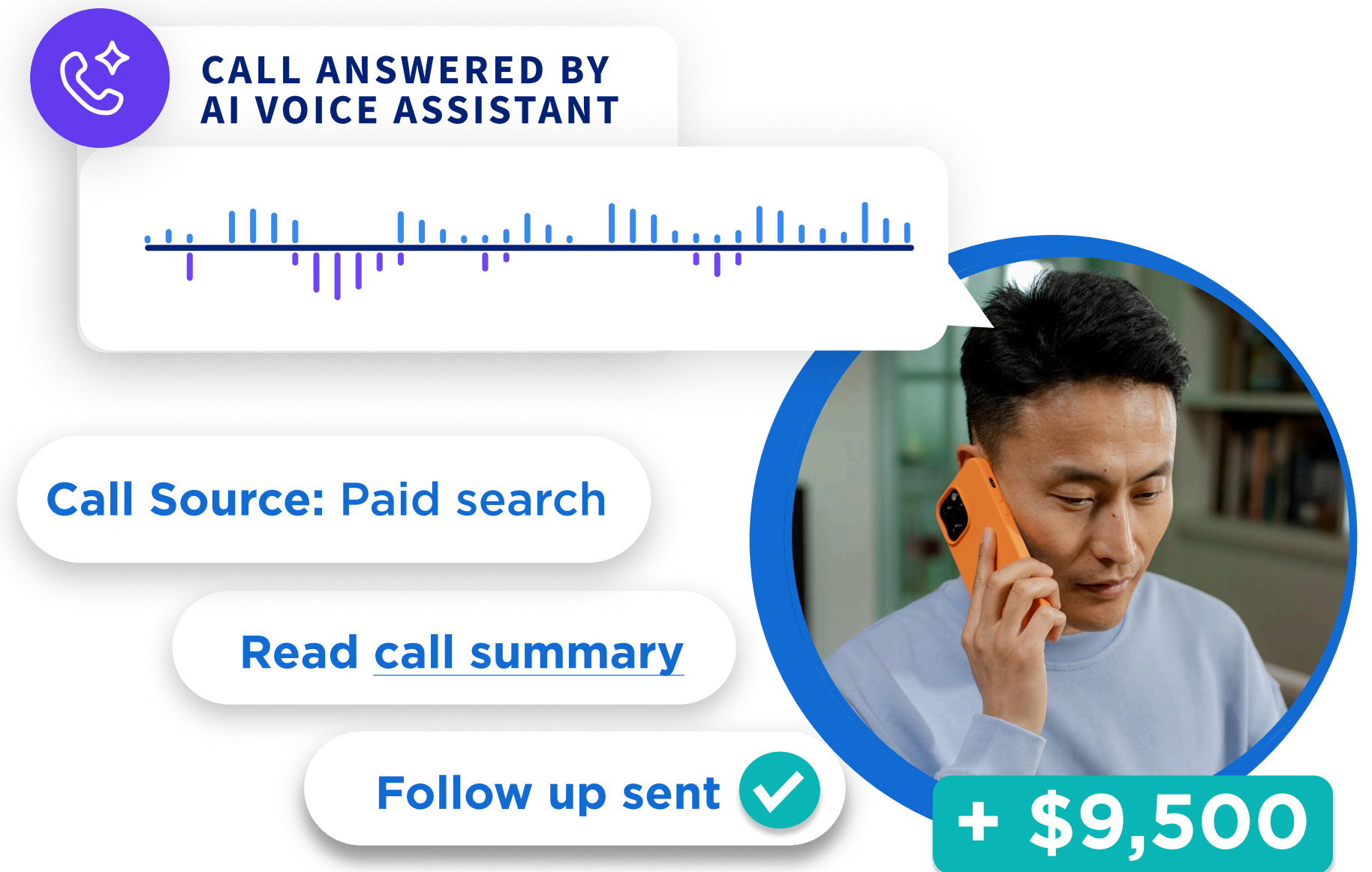
AI has evolved the phone call into one of the most powerful assets in a company's toolkit. By helping businesses attract, capture, analyze, and convert those calls into loyal customers, AI doesn't just improve the caller experience; it helps maximize every marketing dollar spent.

AI helps businesses deliver more human service by ensuring no call goes unanswered, uncovering insights to guide future campaigns, and suggesting personalized next steps.

The result?

- Better lead conversion
- Stronger customer relationships
- Higher return on every marketing investment

Your calls already have value. AI helps you get more out of them, enabling you to turn conversations into real results for your business.



Try CallRail FREE for 14 days