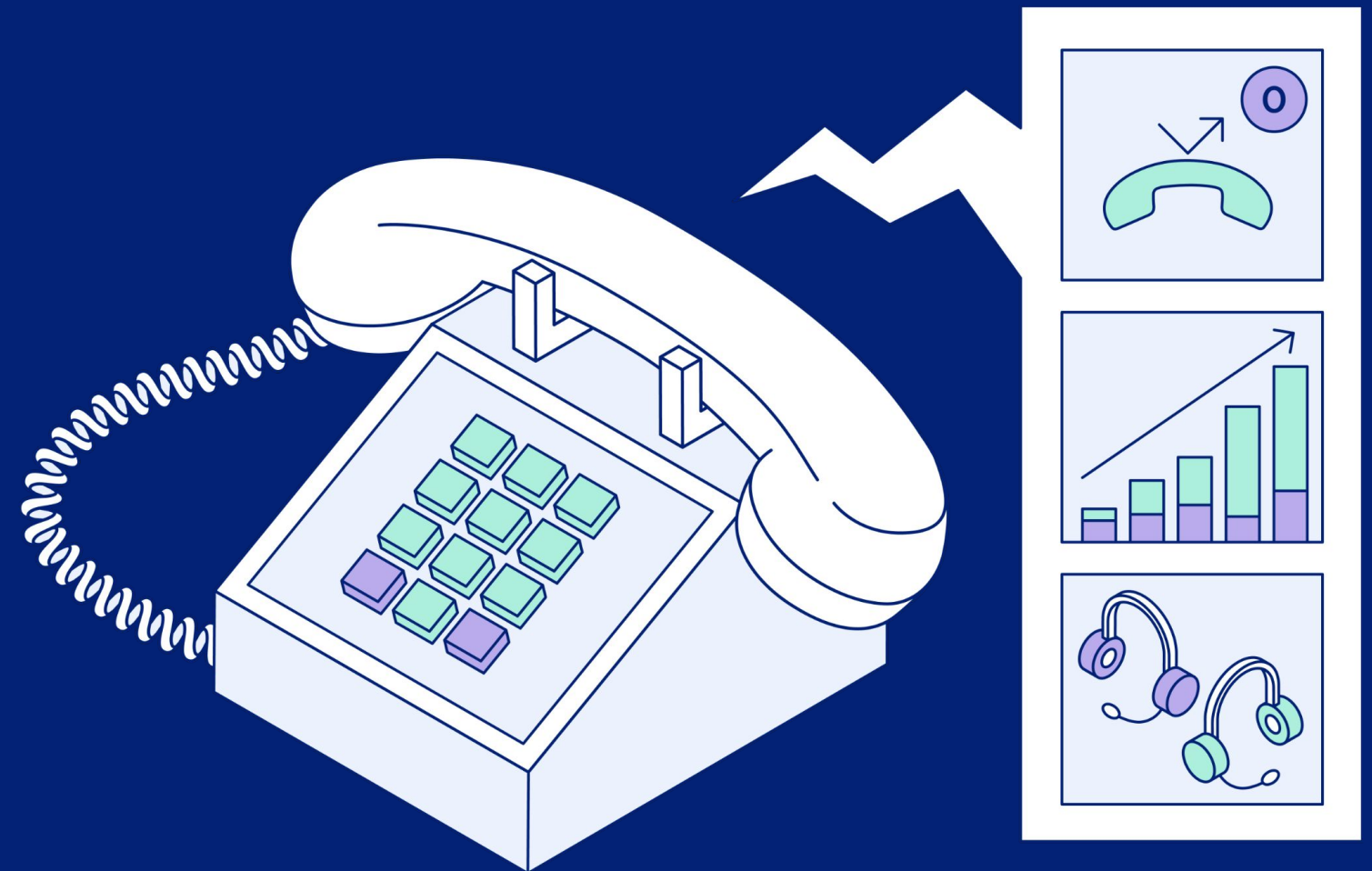# CallRail

Tip sheet

7 Tips to Stop Missing Calls and Start Maximizing Revenue

A ringing phone is good for business, but it can be tough to answer every call when your business is booked and busy. But missed calls can lead to missed business. With these tips on how you can use a virtual receptionist to act as an extension of your team, you'll be able to stop missing calls and convert more leads into happy customers.

1 Stop missing calls

Every missed call can mean a missed opportunity. 85% of people won't call a business a second time. However, following up with leads within less than a minute increases lead conversion rates by almost 400%. By outsourcing your calls to a virtual receptionist, you can be confident that a friendly, helpful professional is answering all incoming calls 24/7/365, and your callers never reach voicemail.

2 Prioritize incoming calls based on lead quality and engage high-quality leads first

You want to ensure the most qualified leads are first in line for your attention. You can use a virtual receptionist to screen leads on the first call using your specific criteria and route the highest-quality leads first. You can also use CallRail's Call Flow Builder to design a call routing system that allows your virtual receptionists or an interactive voice response (IVR) system to automatically route calls based on callers' responses to specific questions.

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3 Create engaging call queues

When your business is extra busy, and you can't answer all calls at once, waiting in call queues doesn't have to be boring for your callers. Using an IVR, you can customize your call queues by adding hold music, providing marketing or informational messages, and engaging callers before they even speak to a team member with some simple questions.
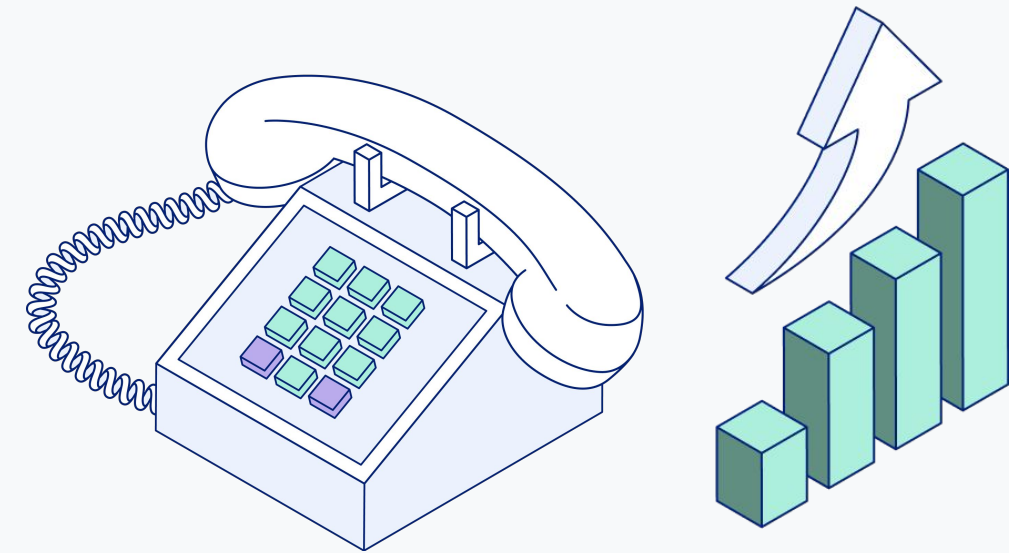
4 Free up more of your staff's time for other high-priority tasks

It can be challenging and time-consuming for your staff to handle various amounts of inbound leads from different channels. By outsourcing calls to virtual receptionists, you can assign inbound leads to knowledgeable agents trained to take and field calls efficiently. They'll answer all your inbound leads in a timely manner and handle the interaction with flawless execution while your staff can focus on other high-priority tasks.

5 Streamline your appointment setting

Virtual receptionists are trained to streamline your appointment-setting process, bringing in 5 to 10x ROI. They can set appointments for calls, follow up with web submissions immediately to get appointments booked, and log details instantly in your CRM and on your calendar.

6 Save more money while converting more calls

Increase your savings by using Call Tracking to identify the marketing campaigns and channels producing the best ROI. Combine these marketing efficiencies with virtual receptionists to answer your incoming lead calls, and you can save even more money without worrying about sick days or management issues while still getting top-quality answering services.

7 Improve your customer service

Provide excellent customer service and be available beyond regular office hours with virtual receptionists who can answer calls, texts, and chats around the clock for your business with the ability to escalate urgent requests. Virtual receptionists are trained specifically on your business, so you can be confident that customers are always getting friendly and competent service.

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Bonus Tip: Build a smart and efficient lead-converting system

By combining CallRail with a virtual receptionist, you can analyze your inbound leads from online and offline channels to improve marketing ROI while ensuring all your inbound and outbound leads are handled efficiently, and keeping your overhead to a minimum as your business grows.

CallRail

Ready to grow your business with virtual receptionists?

Our trusted partners integrate directly with CallRail to streamline your workflows. Get started today with one of these special offers:

smith.ai	*10% off annual plans and $100 off your first month!*
ruby	*$50 off for the first 3 month for plans more than $100!*
NEXA	*15% off forever with the upfront fee waived ($399 value)*