



Conversation insights for any size business

Plus 7 automations every business
can benefit from

As a Call Tracking customer, you know the value in understanding the sources that drive your best customers. Adding the [Conversation Intelligence Platform](#) on top of Call Tracking helps you ensure that the prospects you are driving to your business are routed correctly, and provides a holistic view of your ideal customers through conversation analysis and advanced call transcriptions.

In this tipsheet, we show how Conversation Intelligence amplifies the power of Call Tracking – boosting confidence in your team to deliver quality customer service. Check out these Conversation Intelligence automations that ensure no lead ever slips through the cracks.

- 1 Automatically transcribe your calls to boost close rates.**
[Call Transcriptions](#) provide more than just a read out of your phone calls. Through automated analysis, you can see how your team is handling difficult objections and ensure that they're delivering your business' value proposition in an effective manner.

Thank you for the information you sent over to me. I'm interested in **setting up a time** to talk about **pricing**. I'm eager to get the project started **as soon as possible**.



- 2 Score calls based on quality and opportunity.**
Use CallScore to take the time-consuming work out of scoring your calls and to determine which campaigns drive the best calls to your business. This feature classifies your calls as qualified leads depending on criteria specific to the industry you serve.
- 3 Classify calls by your set criteria.**
During busy times, you will inevitably have to choose which leads need to be dealt with quickly. Conversation Intelligence lets you qualify, score, tag, or assign a value to the ones that meet your criteria, automatically.
- 4 Automatically redact sensitive information.**
With Personal Identifiable Information (PII) redaction, you can protect your customers by removing billing or personal information. Conversation Intelligence helps you keep your data safe and secure through complete HIPAA compliance.
- 5 Monitor your teams' performance.**
After countless hours of perfecting your sales pitch, you can rest assured that your team is adhering to a specific script or isn't missing a key messaging mark. You can use Conversation Intelligence as a valuable sales training tool.
- 6 Know your customers' needs.**
Identify conversation trends in your phone calls and stay privy to evolving customer needs through the Key Terms Spotted Report. This report will show you which keywords are mentioned the most in the conversation, whether they are spoken by the agent or the caller, and how those words or phrases impact overall lead quality.
- 7 Improve your digital marketing strategy.**
Conversation Intelligence not only shows you which terms and phrases were mentioned most often, but which of those calls turned into sales. You can use these findings to inform your digital marketing strategy and boost your online presence.

Power up your Call Tracking plan with Conversation Intelligence and unlock more automations that help your team convert more leads.

[Sign up today to get started for free](#)

