

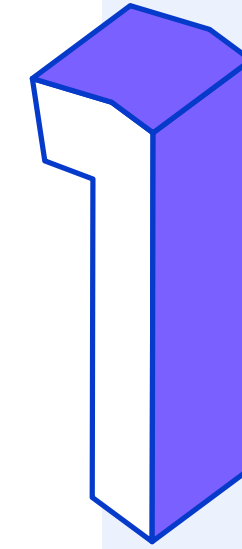
CallRail

Checklist:

**7 ways Voice Assist turns
missed calls into client wins**

How to use **AI** to answer every call, qualify leads instantly, and maximize campaign performance.

You've worked hard to generate new leads for your clients, so don't let a missed call undermine your campaign performance. These tips will help you answer more calls, protect your marketing ROI, and lower your clients' cost per lead with the help of Voice Assist.



☐ **Answer every call, 24/7**

Stop letting your clients' leads go to voicemail — and to their competitors.

28%

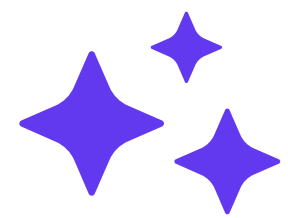
On average, 28% of all business calls go unanswered, and most callers will not call back.

Voice Assist provides after-hours and overflow coverage, answering automatically whenever your team is unavailable so every caller gets a response.



You control when and how it answers

Use your existing call flows to decide exactly when Voice Assist steps in.



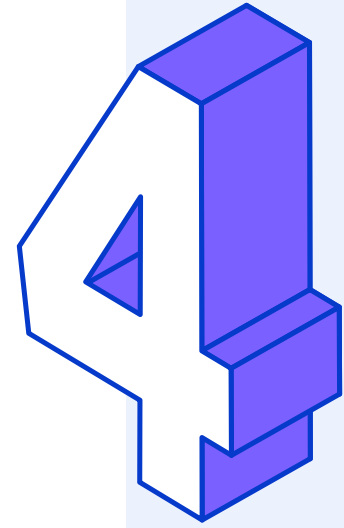
Whether it's outside business hours, during spikes in volume, or for specific client campaigns, you control the call experience from start to finish through your existing call flows.

You can even control when it transfers out to a human.



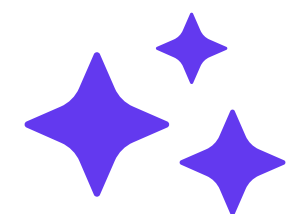
Get an instant team player

Using your clients' website and past call transcripts, you only have to train VA once. No code or repeated setup required. In just minutes, it starts answering calls like a knowledgeable team member, asking the right questions and staying on brand. As an agency, you can easily replicate this setup across clients to scale faster.



☐ Focus on the best leads first

Voice Assist scores each lead based on caller responses to prioritize your clients' most valuable prospects and focus their team's efforts where they are most likely to lead to a sale.



Pro tip: Go to your “Unique Callers” log in the Activity tab to see all of your leads stacked against each other.



☐ Keep your ads running —and converting



With Voice Assist answering 24/7, you don't have to limit lead generation to business hours.

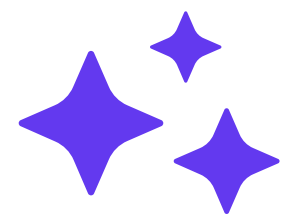
Instead of letting high-intent traffic go cold after hours, your agency can run tailored campaigns with confidence, knowing every call will be answered and qualified. That means better conversion performance, especially for Google Ads and LSAs, where faster response times can boost rankings, improve lead quality, and lower CPL. For growth-minded agencies, it's not about stretching the budget; it's about unlocking even greater ROI by maximizing campaign impact around the clock.



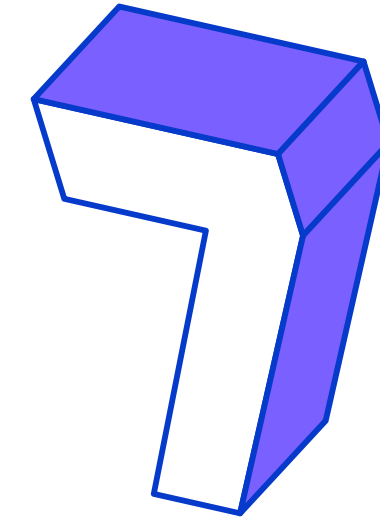
☐ **Gets your insights all in one place**

Every Voice Assist call is tracked, transcribed, and linked to your existing marketing data in CallRail. See which campaigns drive results, what callers are asking about, and how conversations influence pipeline. With attribution built in, you'll always know which efforts are working and have the data to prove it.

Bonus: A voice assistant that pays for itself



Voice Assist captures leads from calls your clients would otherwise miss. Just one converted lead can cover the cost, making it a wise investment that strengthens your agency's value.



☐ **Keep leads warm automatically**

After a call, Voice Assist can send a customized follow-up text with a booking or appointment link. This keeps conversations alive and reduces drop-off between inquiry and response. It's a small touch that improves conversion rates and creates a better experience for your clients' brand.

Try Voice Assist free for 14 days