

7 Tips to improve your company's call answer rate with Lead Center

You've worked hard for your leads' and customers' attention, so don't let any calls fall by the wayside. These tips will help your company work smarter, not harder, so you can manage every interaction without burning your team out.



The 7-Step Process



1. Balance the load among your team:

Use Call Routing to divert incoming calls to available team members. Never miss a call again because a rep is away from their desk. Best of all, the team member will immediately see the caller's entire interaction history, instantly bringing them up to speed.



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

When you understand the interaction history for each lead, plus which ad, keyword, or other promotional source inspired a lead to reach out, you can have smarter conversations, improve customer service, and win more, better customers.



3. Create engaging call queues:

Waiting in call queues doesn't have to be boring. Customize your call queues by adding hold music, marketing/informational messages, or telling callers their estimated wait time. Engage callers before they even speak to a team member.



4. Stay up-to-date while on the go:

With Lead Center Mobile's cross-device response system, team members can respond to calls wherever, whenever. Softphones aren't tethered to your desk – meaning you can answer customers' inquiries on-site, in the park, or at home.

5. Analyze team member performance:

Dig into extensive call data, analyze how many calls each team member takes, identify top-performers, and learn what they do best. Use these insights to train and coach the rest of your team and boost overall performance.

6. Monitor team-wide metrics:

Lead Center Team View allows you to group team members into custom groups, whether franchise or different teams that handle calls throughout the organization. Spot which teams are performing well and, more importantly, which might require further training or support.

7. Cut to the chase:

Don't waste valuable time asking customers to repeat themselves. Lead Center provides a complete interaction timeline, meaning team members instantly know who's calling, why, and what they spoke about last time. Improve efficiency and show that your company listens when leads and customers speak.



BONUS TIP

Bring in more high-quality leads with a business phone system like Lead Center:

Lead Center connects your marketing to the leads who contact you, so you can have better conversations that convert - and confidence that your marketing dollars are working as hard as you do.

Sign up for a [Lead Center free trial](#) and improve your company's call answer rate today.

CallRail