

CallRail

Not Ready to
Let Go of Your
Desk Phone?



5 Ways CallRail Can Modernize Your Landline

In this modern age, softphone systems like [Lead Center by CallRail](#) offer businesses a number of advantages, like scalability, greater flexibility, and ultimately, better results.

But some businesses don't have the option to part ways with desk phone hardlines. Whether it's regulations or preferences, they find themselves limited by the outdated tech of a landline.

You can get the best of both worlds. Lead Center and your hardphone can work together to deliver smarter customer conversations — without overhauling your technology or risking your compliance.

1

Benefit From a Single Source of Truth

With Lead Center, calls from all of your tracking numbers (including numbers listed on billboards, bus wraps, or other marketing efforts) come into one centralized system. These calls can either be answered by an available agent in Lead Center or routed to an external line.

By using Lead Center alongside your deskphone, prospects and customers will never fall through the cracks again. All calls are documented so you and your team can easily see if they were answered — and who answered them.

The screenshot displays the CallRail interface, which is divided into several sections. On the left, there is a sidebar with navigation icons and a search bar. The main area is titled 'CallRail' and shows a list of incoming calls. The selected call is from 'Ines Littell' (501-348-5866) on June 15, answered by Camilla Keating. Below the list, there is a detailed view of the call session, including session info (Date: Jun 15 10:12am, Tracking number: Main Number 501-348-5866, Duration: 16m 29s, Agent: Camilla Keating, Source: Email Signature). A waveform visualization shows the call's audio activity. Below the waveform, there is a transcript of the call, with a sample line: 'Thank you for calling [Company Name]. How may we help you today?'. To the right of the main view, there is a contact card for 'Ines Littell' (501-348-5866, Turnerville) and a section for 'OUTBOUND RECORDED CALL CLASSIFICATION' with tags and notes.

2

Understand the Customer Journey

A landline feels archaic and even somewhat anonymous. You might see the phone number or the name of whoever is calling pop up on a small screen. But beyond that? You're in the dark.

Lead Center shows you your caller's full interaction history – including calls that were forwarded to your desk phones. You'll see how many times they've called your business, what they talked about, and who they spoke with. Plus, when anyone on your team logs notes in Lead Center, they're visible to everybody else. That means nobody is missing any context if they have to pick up that conversation.

The screenshot displays the CallRail Agent View interface. On the left, there's a sidebar with a search bar and a list of incoming, active, and recent calls. The main area shows the interaction history for a customer named Ines Littel. The history includes:

- Inbound call with Camilla Keating (6:03pm)
- Outbound call with Angela Barrows (Oct 11)
- Missed Call (Oct 11)
- Qualified Lead Milestone (Oct 8)
- Inbound recorded call with Camilla Keating (Oct 8)
- Inbound text (Oct 8)
- Form submission (Oct 7)
- First Touch / Lead Creation Milestone (Oct 5)

On the right, there's a contact card for Ines Littel with the phone number 501-348-5866, the name Turnerville, and the last landing page URL: https://www.lonestarlodestar.com/?utm_medium=organic&referrer_medium=Organic.

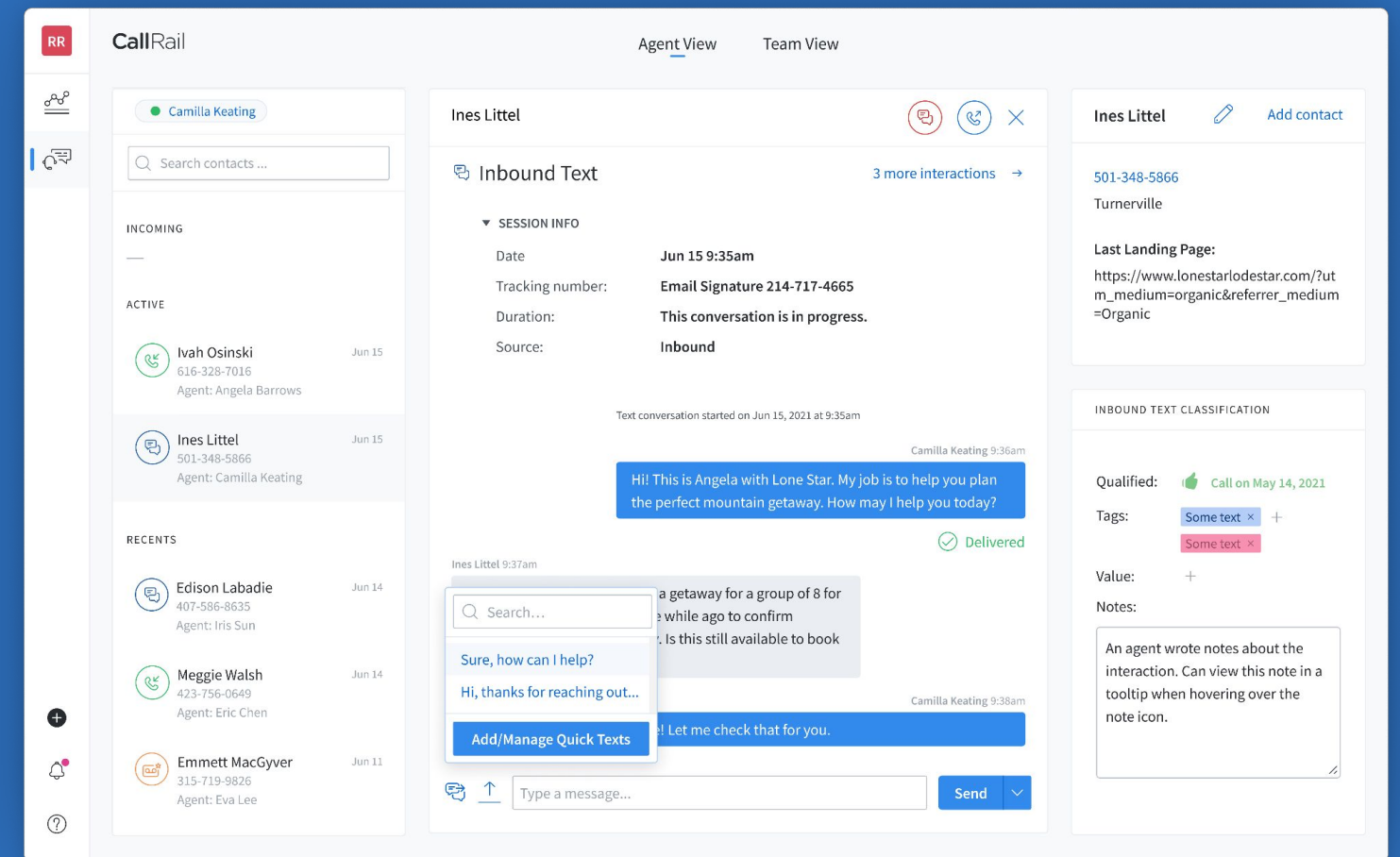
3

Stop Losing Leads

If all of your calls come through to a single point of contact, that person can feel tied to their desk. Stepping away means missing a call – and maybe a chance to convert a customer.

With the Lead Center mobile app when a representative steps away, they can either make and take calls on-the-go from their device or have calls automatically routed to another available representative.

And if no one can pick up? CallRail lets any team member send out a text message thanking the customer for their contact with just a few button-presses.



4

Add Texting to Your Capabilities

Prospects and customers want convenience, and convenience means texting. Consider the possibility that prospects could be reaching out via text, but those inquiries get lost in a black hole because your business can't receive them. Adding Lead Center to your communications enables you to receive — and respond to — all those texts you've been missing.

In addition to using your desk phone to handle business as usual, any person on your team with a Lead Center account can text pre-prepared or custom messages, including images, from their computer or the Lead Center mobile app. Every text message – to or from your account – is then logged in the customer's interaction history so you and your team always know the last time you communicated and what you spoke or texted about.

The screenshot displays the CallRail interface with a focus on a text message conversation. On the left, a sidebar lists contacts under 'INCOMING', 'ACTIVE', and 'RECENTS' sections. The main area shows an 'Inbound Text' message from 'Ines Littel' (501-348-5866) received on Jun 15 at 9:35am. The message content is: 'Hi! This is Angela with Lone Star. My job is to help you plan the perfect mountain getaway. How may I help you today?'. A response from 'Camilla Keating' (9:36am) is shown: 'Hi! This is Angela with Lone Star. My job is to help you plan the perfect mountain getaway. How may I help you today?'. Below this, another message from 'Ines Littel' (9:37am) is partially visible: '...a getaway for a group of 8 for... while ago to confirm... Is this still available to book...'. A tooltip for 'Add/Manage Quick Texts' is overlaid on the response, showing a search bar and several pre-written text options: 'Sure, how can I help?', 'Hi, thanks for reaching out...', and 'Let me check that for you.'. The right sidebar shows contact details for 'Ines Littel', including the phone number, address, and a 'Last Landing Page' URL. At the bottom, there is a text input field with the placeholder 'Type a message...' and a 'Send' button.

5

Live Chat Availability

With your deskphone, prospects and customers can pick up and call when it's convenient. There are times, though, that a phone call isn't convenient – but you don't want that to be a reason for missing out on business.

Another benefit of powering up your landline with Lead Center is the ability to add live chat to your website. With live chat, customers and prospects can get in touch when the urge strikes. And just like all other customer interactions in Lead Center, chat messages are centralized into one unified inbox – calls, texts, and chats all together – so no communication is overlooked by your team.

Not only do prospects get an immediate means of reaching your business, your business gets the marketing source, keyword and campaign behind every chat outreach – helping you drive more qualified leads.

The screenshot displays a chat interface for a contact named Daniel. On the left, a 'Chat Conversation' sidebar shows session details: 'Time on site prior to chat' (2m 8s), 'Date' (June 16 3:54pm), 'Agent' (Stacie Jeffords), and 'Duration' (3m 25s). The main chat area shows a conversation starting on June 16, 2022 at 3:54pm. The customer's messages are in grey bubbles, and the agent's responses are in blue bubbles. The customer asks for house cleaning, and the agent offers assistance and requests more information. The customer provides details about their home, and the agent offers to provide an estimate.

Daniel

Chat conversation started on June 16, 2022 at 3:54pm

Chat Conversation

▼ SESSION INFO

Time on site prior to chat **2m 8s**

Date **June 16 3:54pm**

Agent **Stacie Jeffords**

Duration **3m 25s**

Hello, I'm looking for basic house cleaning once a week

Hi, We can help with that. Can you tell me more information about your house and your location?

I have a 4 bedroom 2 baths and I live in Adair Park, Atlanta GA

Thank you, give me a minute and I will get an estimate for you. Does tomorrow between 12-3 work for you?

Your Landline Doesn't Need to Limit You

It might seem like the only place a landline belongs is in a time capsule. But, many businesses need to use them for compliance with industry regulations — or even preference.

That doesn't mean you or your team needs to resign yourself to scribbled messages and missing context. Combine the power of Lead Center with your traditional desk phone and you'll bring your tried and trusted landline into the modern era.

[Try Lead Center for free today](#)



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