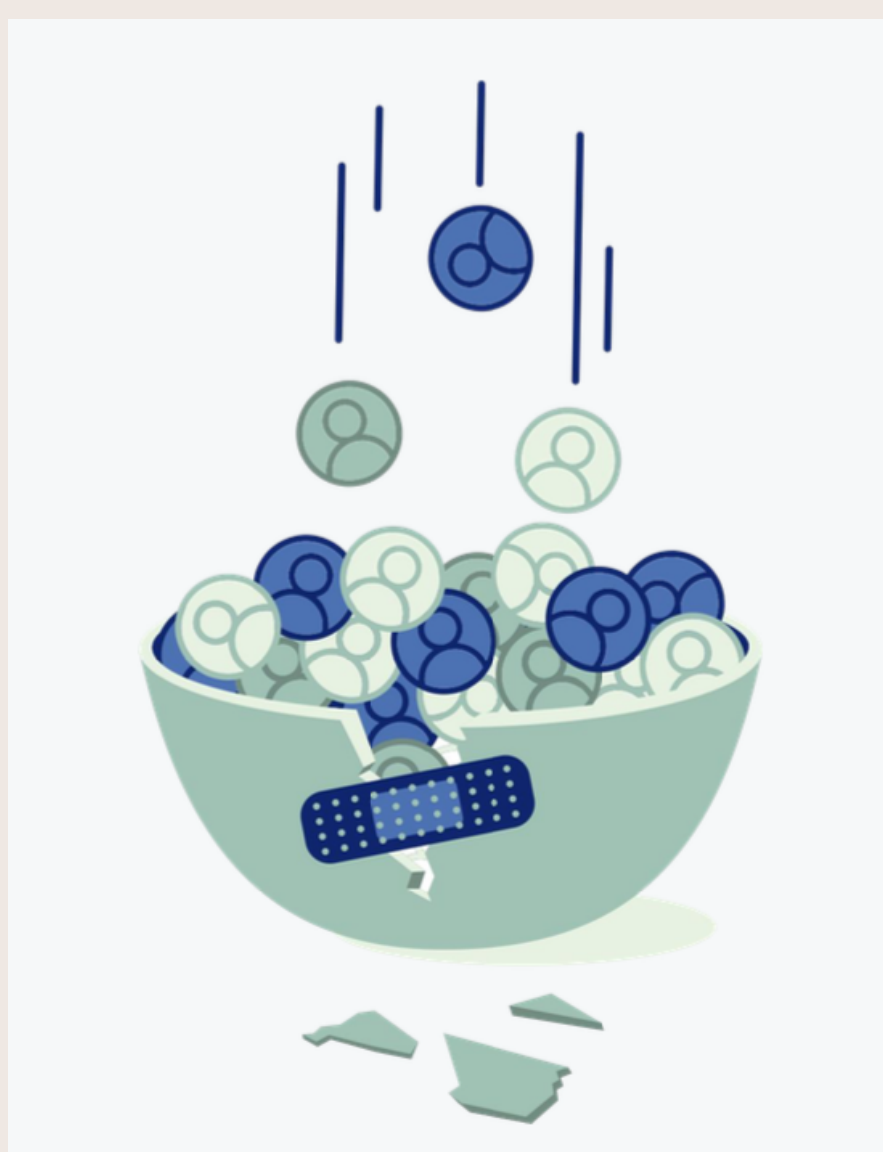


Losing track:

# How communication inefficiencies hurt small businesses

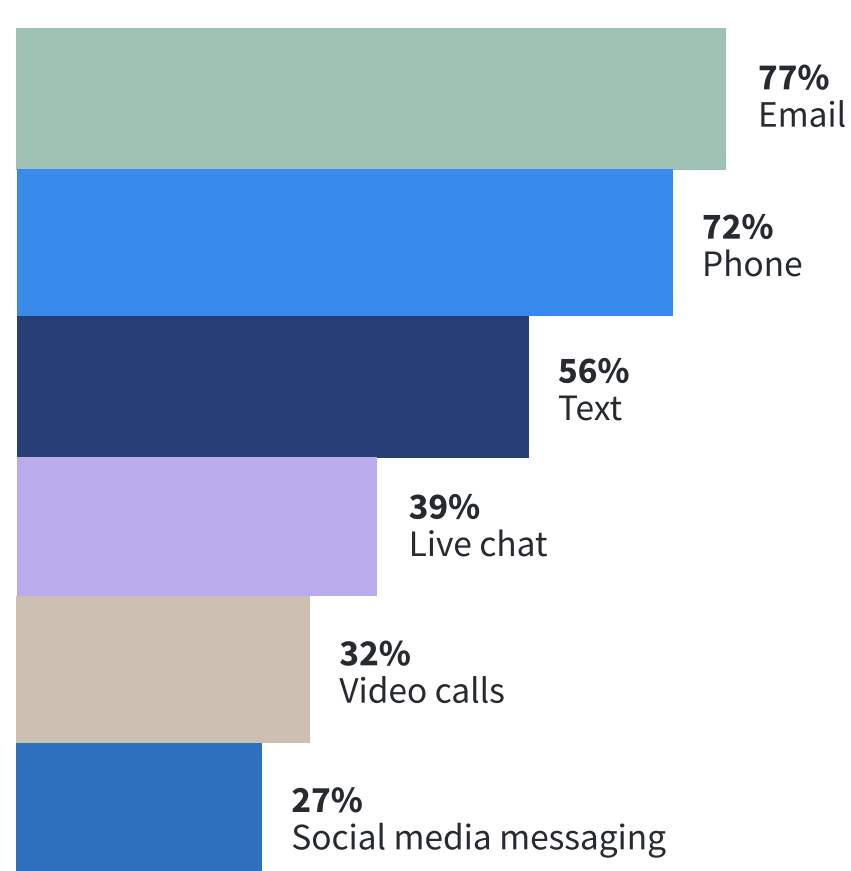
Small businesses are juggling so many different communication tools and technologies they can't keep track of their interactions with customers and prospects. And it's costing them.

How are they communicating and what's going wrong? We asked 601 business professionals in small and mid-sized organizations across a variety of industries, and here's what they told us:

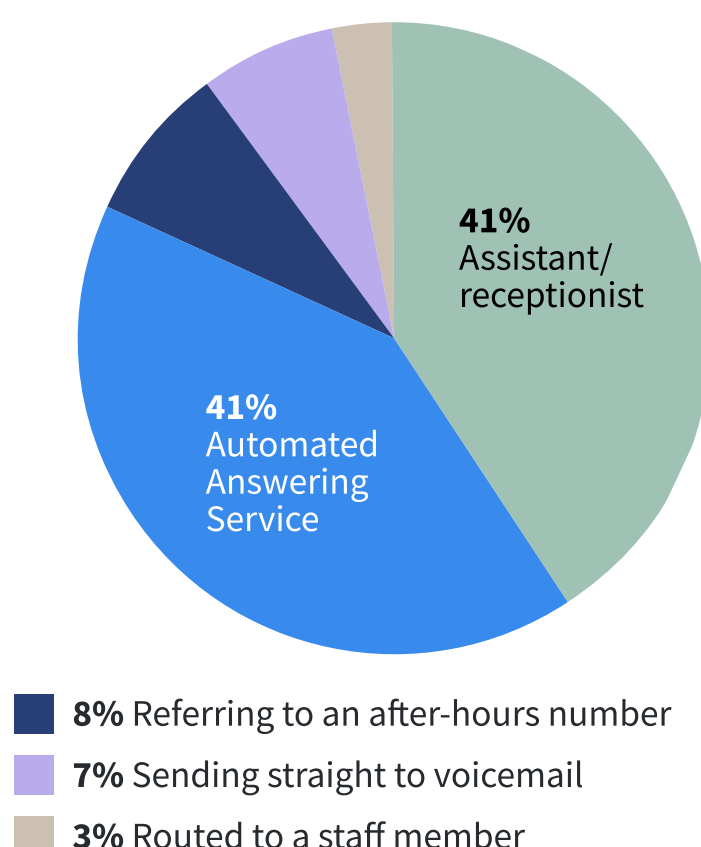


## Small businesses communicate with customers using many channels — old and new.

Customers reach them through:

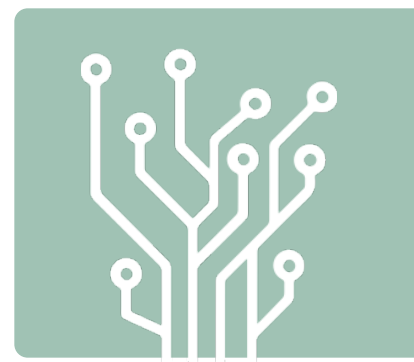


How small businesses usually respond to incoming calls:



With so much going on across so many channels, employees lack context when making or returning customer calls.

## Disconnected communication is hard on the employee — and harder on the customer



**91%** of employees spend valuable call time learning why a prospect is calling

**96%** of employees say customers are often or sometimes told to repeat information

**78%** of businesses have experienced customer frustration due to lack of internal alignment around communication

## Small businesses pay the price for poor communication



They lose:

**16 hours** per week tracking down information

**\$161,594** in new business as a result of missed calls

## Better technology is increasingly necessary to run a profitable business



**78%** of small businesses wish the tools they needed were more consolidated

**74%** of small businesses wish the tools they needed were aimed at smaller businesses rather than enterprise-level companies

The investment that would benefit them most, according to 93% of small businesses, is a collaborative inbox.

## Unify customer communications

See how CallRail's Lead Center can integrate all of your communications into a single team-wide inbox for better customer — and employee — experiences.

Try Lead Center free for 14 days →

