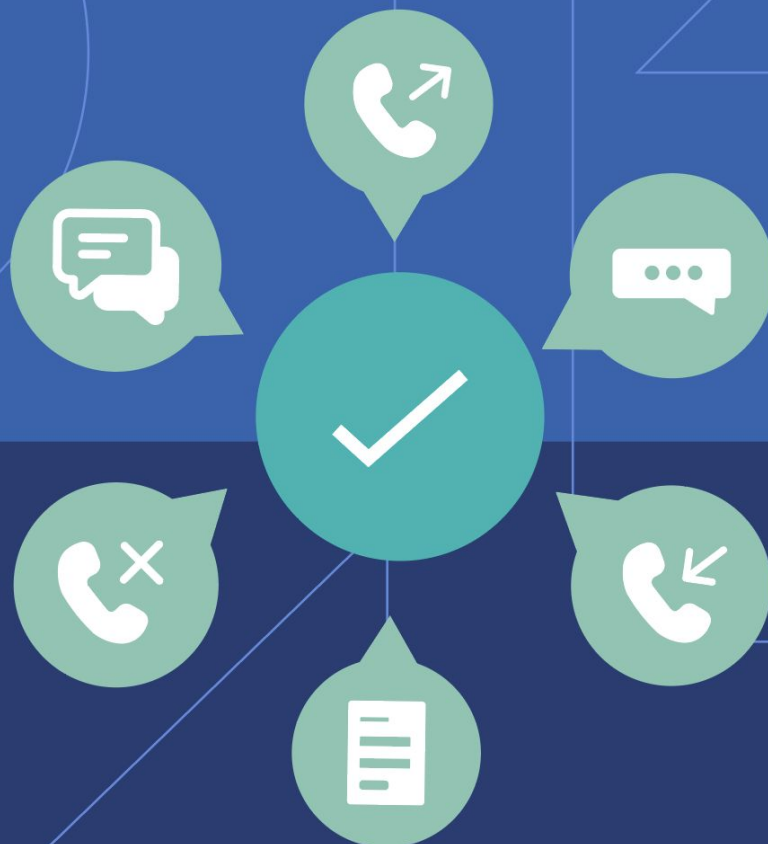# CallRail

Tip Sheet

12 reasons your business needs Lead Center

Calls. Texts. Chats. Form submissions. Potential customers have more ways to reach your business than ever before.

That's good news for buyers, especially when research shows that convenience plays a major role in a positive customer experience. But for your team? Managing that many touchpoints can feel like juggling with their eyes closed and one arm tied behind their backs.

It's time to remove the blindfold with Lead Center — the easy-to-use phone, text, and chat system that unites all your customer interactions into one inbox.

With only a couple of clicks, team members have the information they need at their fingertips — including the source of the lead and a timeline of their interactions with the business. Customers also reap the benefits with more helpful conversations and speedy responses, which buyers admit is the most important attribute of good customer service.

Why do you need Lead Center?

Explore the 12 reasons why businesses like yours are switching to CallRail's comprehensive business communication solution.

With Lead Center your business can:

1 **Consolidate communications into a single inbox**

WHY: Seeing all of your customer calls, texts, live chats, and form submissions in one place reduces response times, improves customer service, and prevents you from losing important customer details.

2 **Improve collaboration with a shared workspace**

WHY: Increased transparency means everybody has the same information about what's happening with a lead or customer, so they can pick up where somebody else left off and deliver consistent and cohesive service.

3 **Be accessible from anywhere**

WHY: 74% of professionals think remote work will be the new normal, so your team might not be working in-office. They need to be able to easily transition from desktop to mobile workspaces.

4 **Give customers multiple ways to get in touch**

WHY: Your customers are unique, which means they might prefer different communication channels. Avoid boxing them in by finding a platform that supports additional channels like multimedia messaging service (MMS) and short message service (SMS).

5 Provide a historical timeline

WHY: Leads and customers become quickly (and understandably!) frustrated when they need to provide the same information over and over again, and most customers expect you to know their history.

An interaction timeline makes it easy to understand what's happened previously (without having to ask).

6 Include an integrated softphone feature

WHY: Phone calls haven't gone by the wayside, with 76% of customers choosing this as their go-to contact method. Centralizing communication means your platform should have a softphone feature for your team to take, make, and place calls and texts directly from their computers or smartphones without leaving the platform.

7 Feature advanced call routing capabilities

WHY: While many customers still show a preference for the phone, it isn't without its frustrations—including long hold times and call transfers that feel like endless loops. Advanced call routing capabilities keep customers engaged and connect them with the right person fast.

8 Automate key business tasks

WHY: Your team should spend more time on serving leads and customers and less time on mundane or repetitive tasks. Features like automated responses, call flows, and call classification, and templates for commonly used text messages and chats take some of the redundant work off of their plates.

9 **Generate insights into service quality**

WHY: There's always room for improvement, but it's hard to grow without information. Call tracking with automatic call recording of calls received and calls placed, underlined advanced call monitoring, and underlined call transcriptions give you the details you need to improve sales and customer service training.

10 **Offer a bird's-eye view of team performance**

WHY: It's easy to lose sight of how your team is performing in the hustle and bustle of daily interactions. Your platform should share important metrics like wait time, abandoned calls, and average speed to answer so you know where to focus more attention.
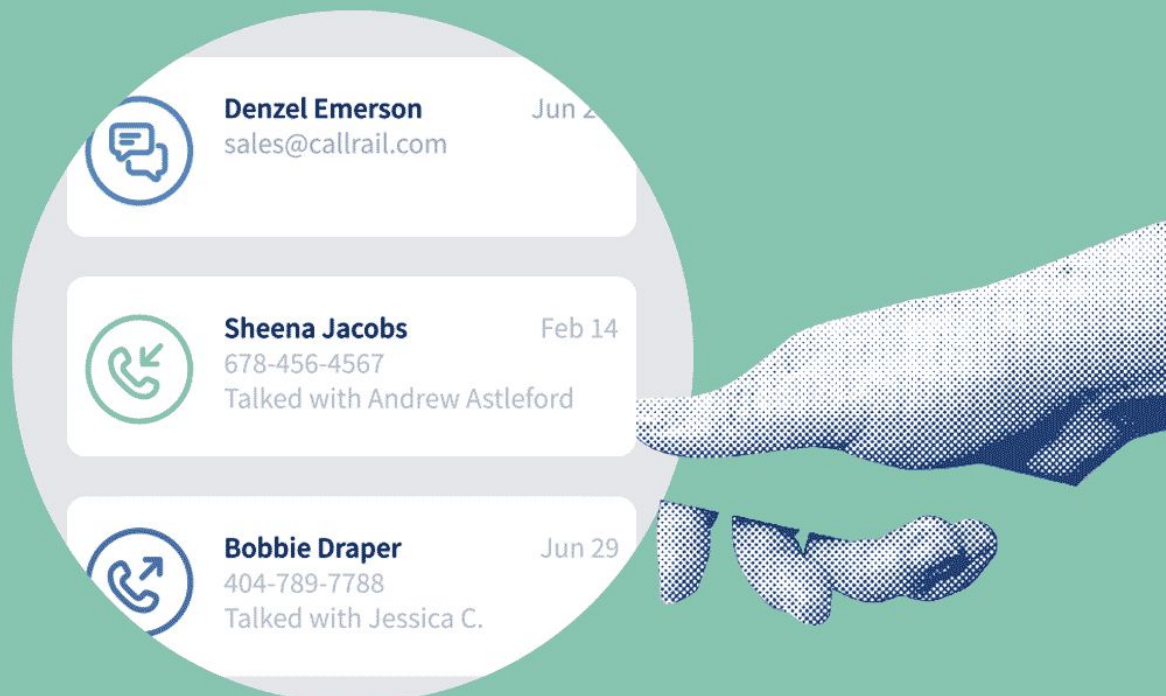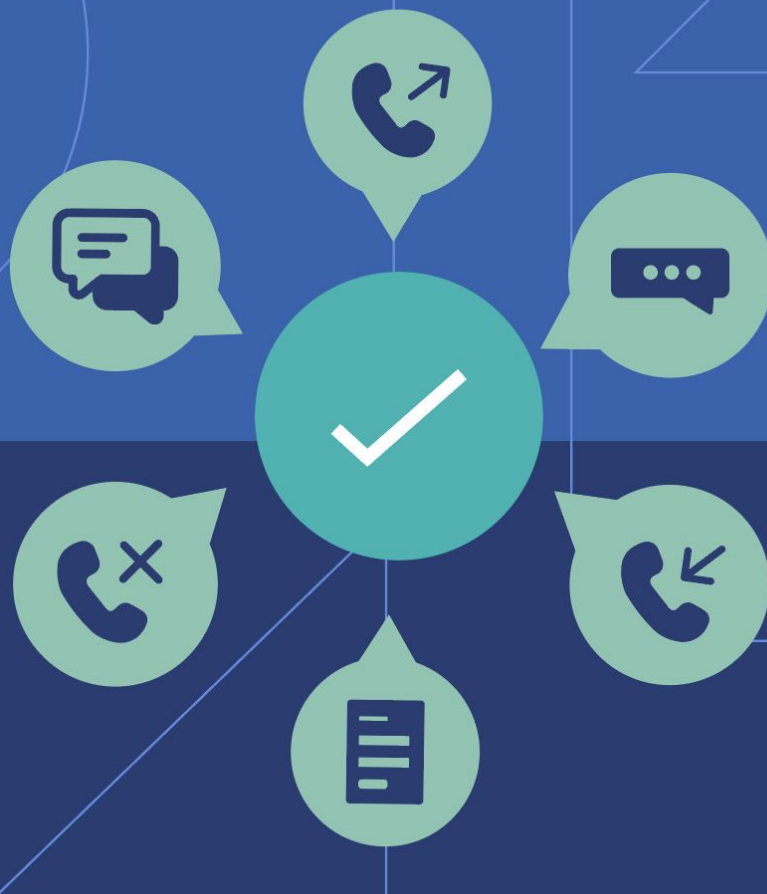
11 **Allow for easy setup**

WHY: A communication hub should make life easier — not harder. Platforms with self-service options get you up and running quickly, while also offering technical documentation and support to make the most of the solution.

12 **Support business growth**

WHY: You need a platform that will not only grow with your business but encourage growth with periodic, actionable updates based on industry and marketing trends.

Denzel Emerson Jun 2
sales@callrail.com

Sheena Jacobs Feb 14
678-456-4567
Talked with Andrew Astleford

Bobbie Draper Jun 29
404-789-7788
Talked with Jessica C.

Empower your business to have smarter customer conversations

Remove the barriers to sale by consolidating your business tools, centralizing conversations, and providing exceptional customer service. **See how with a free 14-day trial of Lead Center.**

Start Free Trial

CallRail