

Modernize how you communicate with your customers to grow your small business

Communication is faster than ever, but your customers' messages are scattered across multiple channels, messaging apps and teammates' inboxes. In this infographic, we show you what before and after looks like when you use Lead Center to modernize common communication challenges like tracking and qualifying leads, keeping notes, and working smarter as a team.



Before:

Common communication challenges before implementing Lead Center

After:

How modernized communications leads to smarter conversations

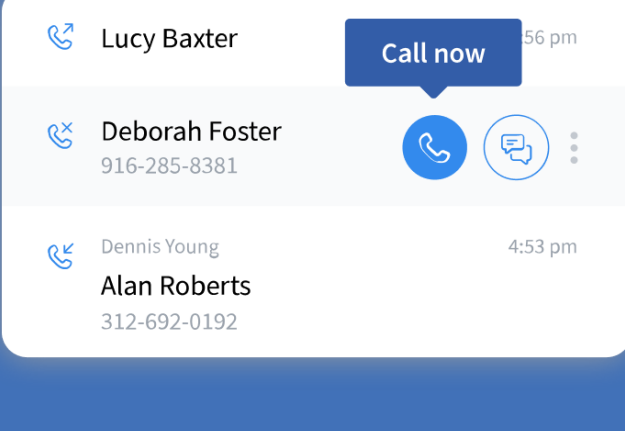
BEFORE

AFTER

"We miss a lot of calls and leads often slip through the cracks."



Lead Center's **team inbox** and **call routing** automatically tracks and routes incoming calls to the first-available or assigned agent so customers always reach someone who can help — and you never miss another call.



BEFORE

AFTER

"I have to ask a bunch of clarifying questions to figure out why customers are calling."



Lead Center's **lead intelligence** tells you exactly which ad or listing led the caller to you, so you can pick up the conversation from their most recent click.



"Lead Center helps us build a genuine connection with leads. Instead of having to ask a bunch of repeat questions, we can get straight to the heart of what they need, which has helped us increase our revenue and closing rates, and improve customer satisfaction."

– Josh Larsen, Marketing Manager, Top Job Asphalt

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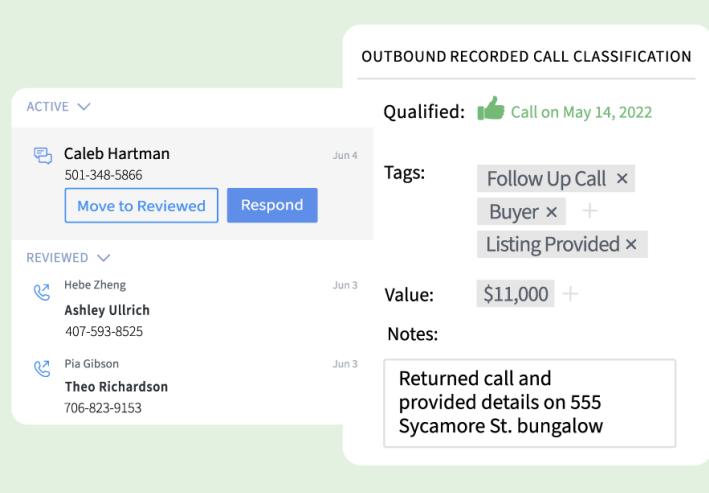
BEFORE

AFTER

"My team has sticky notes all over their desks with notes about recent conversations and people they need to call back."



Lead Center's **recent missed calls** feature makes it simple to see which customers have tried to contact one of your business numbers and a breeze for someone on your team to pick up the thread and reach back out.



BEFORE

AFTER

"It's an all-in-one interface for scheduling, reviewing calls, monitoring calls, and tracking your lead flow."

– Ryan Parker, Director of Operations, DCI Properties

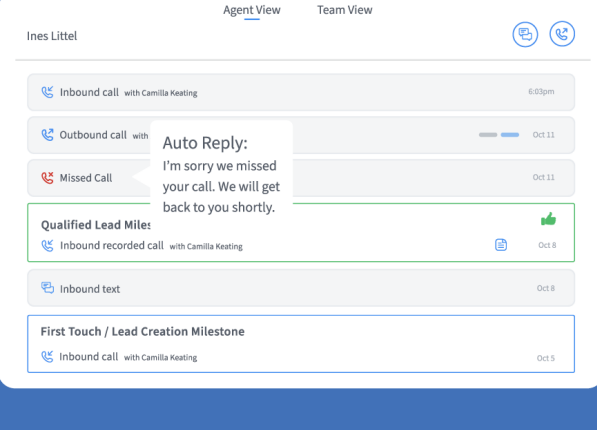
BEFORE

AFTER

"Did you ever call that customer back..." commonly echoes the halls of the office."



The **customer interaction timeline** shows detailed information for every lead about each call, text, form submission, live chat, or other interaction with your business — including whether someone has already returned their call.



"We like to do everything as a team. With the customer timeline, we're able to really work together. If a customer is calling in the third, fourth, fifth time, we don't skip a beat. We're able to just pick up and go."

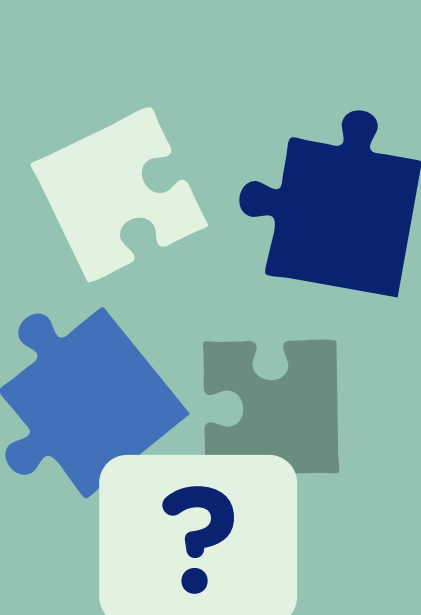
– Chris Berg, Co-Founder, Screen Medic

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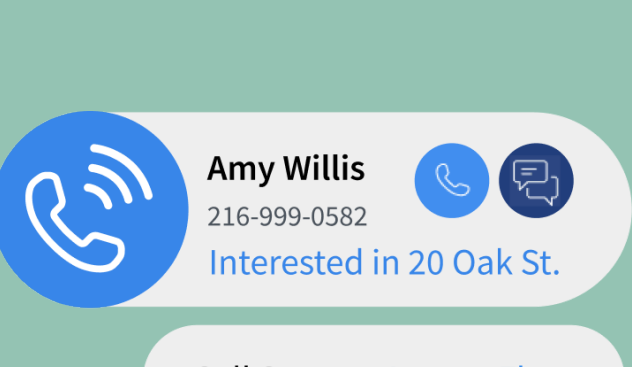
BEFORE

AFTER

"I have no idea what the other reps on my team discussed previously with leads and customers — and we're all frustrated."



Notes and tags keep important information at your fingertips so any member of your team can go into any conversation fully briefed.



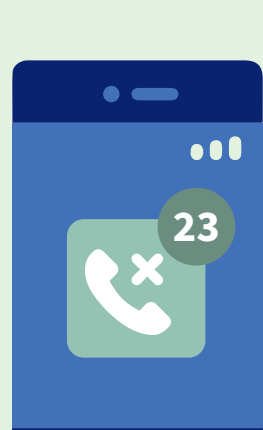
"[With Lead Center] we are instantly bringing the customer up to speed; they don't have to repeat themselves, making our calls faster and setting credibility with the customer."

– Chris Berg, Co-Founder, Screen Medic

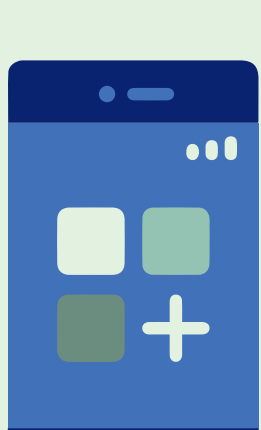
BEFORE

AFTER

"I can barely step away to a doctor's appointment or take a break without fear the business will fall apart."



Use the Lead Center **mobile app** to make, take, and manage calls and texts when you're on the go. Or set yourself to **unavailable** and calls will be automatically routed to an available team member.



"Having the Lead Center app on my phone is crucial."

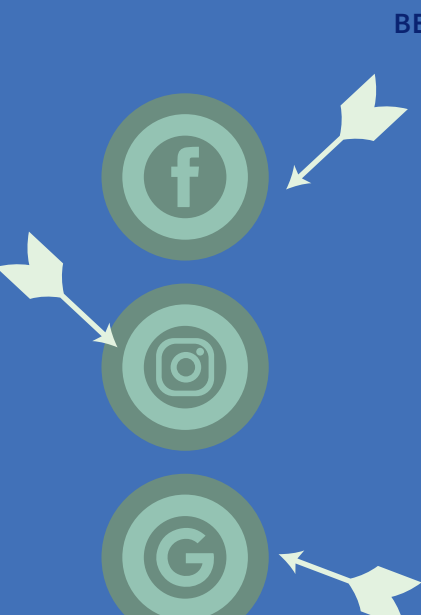
– Kyle Pullin, Customer Service Manager, Toronto Tees

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BEFORE

AFTER

"I don't really know which marketing campaigns are doing well and which are wasting money."



Our software uses **lead intelligence, recordings, and transcripts** to help you to fine-tune your ads, identify pain points from unconverted calls, and locate your best performing keywords so you can market and sell better.



"Lead Center has allowed us to not only capture a better ROI, but it also seamlessly puts all that lead data together in one place and gives us a clear picture of how people want to interact with our doctors."

– Healthcare client of SearchIt Media Agency

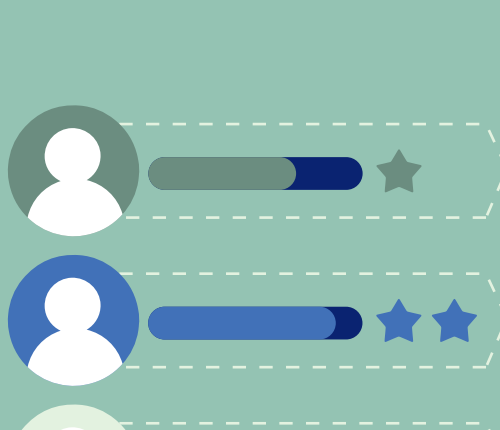
BEFORE

AFTER

"I can't tell how my teams are performing overall, and I can't compare one franchise versus another."



With **team-level reporting**, you can see which of your teams and locations are performing best, which need coaching, and where you can meet with your top agents to understand their methods and share best practices with other team members.



"One of the things we like: when you look into call recordings, you can see who's been talking the most, the agent or the customer. That's a key thing."

– Ryan Parker, Director of Operations, DCI Properties

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See how Lead Center can help you win more business

Try Lead Center free for 14 days to avoid missed calls, optimize marketing spend, and track your team's performance.

► [Start Free Trial](#)

