

# 9 tips to answer 100% of calls, texts, and chats this holiday season



The holidays can get busy, overwhelming your team with calls about sales. Even worse, team members may struggle to return calls and follow up with customers, which can result in lost sales. With [87% of small businesses](#) saying they often or sometimes miss prospect or customer calls, it pays to be prepared. Start by ensuring your team has the tools to answer all customer communications.

With [Call Tracking](#) you already know which marketing sources are driving your best inbound leads, but by adding [Lead Center](#), you maximize the potential for every conversation to convert from a lead into a customer. Use these tips to get ahead of the holiday rush and help your business run more efficiently than ever.

## 1 Simplify lead management by consolidating all interactions into one place

The average small business fields 300 calls a month and manages four separate communication tools\*. You don't want to miss leads, but when they're coming in by phone, chat, text, and web form, it can be hard to track it all. With [Lead Center](#), all incoming and outgoing communications are centralized in one inbox so that your team can easily see missed inquiries and respond.

## 2 Convert leads to customers with ease.

Have better conversations with leads by checking the notes and tags from previous conversations and update them in real time. By reviewing the interaction timeline in Lead Center, you'll see the entire journey along with notes from previous calls. This way, you can avoid asking repetitive questions and instead have more engaging and productive conversations.

## 3 Use unified tools for better teamwork.

With Lead Center's [team inbox](#), team members can see notes, tags, and information on each lead's qualification status. These features let all agents see details like which customers may be ready to buy or who requires an immediate response. Any agent can then pick up where another left off, so the entire team can succeed together.

## 4 Use call activity reports to optimize staffing.

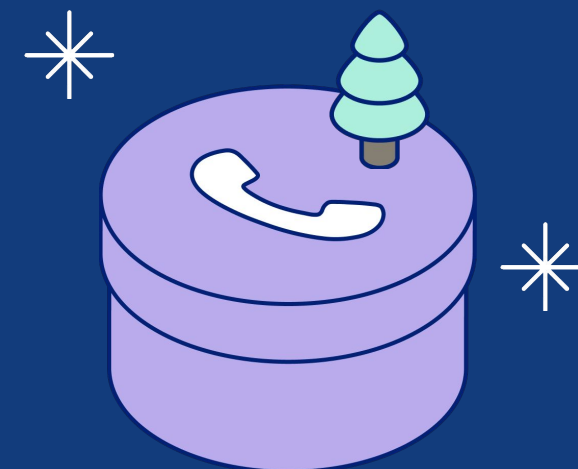
CallRail's [activity reports](#) reveal which periods are typically slow or busy call times. These reports help you determine when you need a full staff and when to give employees a break.

## 5 Make it easy for everyone to work on the go.

Call Tracking customers with Lead Center can use their cell phones to make and return calls from a business number [via the mobile app](#). This feature allows your business to look professional, and employees don't need to give out personal phone numbers. You can also have better conversations because the app lets you see all lead information on your phone, including previous interactions, notes and tags.

## 6 Encourage teamwork.

Agents can provide better customer experiences during the holidays when they work together. Agent calling, warm, cold, and external transfers are [Lead Center features](#) that allow agents to provide better support and have better conversations. Agents can speak to each other before warm transferring, or they can conference with the customer to ensure all needs are addressed.



**7 Don't lose callers who are on hold.**

Heavy call volumes shouldn't mean you miss out on holiday business. Lead Center's [call queue](#) puts callers in order and rings available agents until someone answers. While callers queue, set up custom recorded messages in Lead Center that share your latest promotions, and use automated wait times to keep callers in the loop.

**8 Give prospects more ways to get in touch with your team.**

Your prospects and customers don't always want to call. Lead Center enables customers to get in touch via your tracking numbers using [text messages](#). Whether customers call, text, reach out via [live chat](#) or fill out a form (if you have CallRail's [Form Tracking](#)) – each communication is logged in the interaction timeline to give your team the context it needs to meet customer demand.

**9 Get customers to the right team.**

Don't waste your time or your customers' by making them go through unnecessary call queues. Use Lead Center's Team View to [assign agents to teams](#) and create queues that route to specific teams. You can also direct voicemails to a general mailbox or individual agents' inboxes.

## Prepare your small business for its most productive holiday season ever.

[Start your Lead Center free trial today](#)

For businesses already using Lead Center, ensure all of your customer-facing teams are [set up as agents](#) to start actioning these tips today.

