

5 Ways Call Tracking Can Help Your Business

A guide for small business owners, marketing professionals, customer service managers,
and anyone who is interested in measuring marketing performance



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Track an Ad's Ability to Produce a Response

- Using different phone numbers to track the effectiveness of ads is an age old technique. In this way, an advertiser can track the volume of responses from a single ad campaign separately from responses to another.
- By using different numbers within the same advertising campaign, you can also determine whether a certain publication, radio show, ad position, etc. produces more responses than another.
- This technique works equally well for online and offline advertising

EXAMPLE:

Acme, Inc. decides to place the following ad in the New York Times and the Wall Street Journal, with a unique toll free number for each.

Unique phone numbers allow an advertiser to **measure the volume** generated by an ad campaign



CASE:

A plumber wanted to see if his radio ads were working. Using phone tracking, he was able to determine that the radio ads were generating leads at an average cost of \$700 each, while his locally targeted AdWords campaign was generating \$40 leads. With that information, the plumber re-balanced his marketing mix to focus on optimizing his AdWords Campaign.

Test Messaging

- In addition to measuring the volume of an ad's response and comparing the usefulness of various channels, call tracking can be used to refine an ad's messaging. This is referred to as **split testing**. By creating multiple versions of an advertisement (again with different phone numbers), an advertiser can measure volume and tweak an ad to optimize its performance.
- The advertiser might place ads in different sections of a newspaper, test different size ads, run ads during different time slots (television and radio), and even test the position of a phone number on a web page. These small improvements over time can lead to drastic improvements.

EXAMPLE:

Acme, Inc. decides to test different messages for their latest product. They run their ad in the New York Times online business section, alternately serving the variations.



CASE:

A painting company wanted to figure out the best headline for their landing page, which was customized for a special sales promotion. One headline offered \$200 cash back, and the other offered 10% off. By tracking the phone calls, they were able to quickly determine that more potential customers were calling in response to the \$200 cash back message. They took this lesson and applied it to more expensive media, taking out large ads with their optimized messaging.

Phone call tracking can help you refine your advertising **message** and **placement**

Determine the Quality of a Lead

- Another benefit of call tracking services is the ability to record calls. There are several advantages to this, explained over the next few pages.
- Call tracking software allows you to grade a call. A customer service representative (CSR) can mark calls as good, bad, or neutral. This, and the ability to listen to the recording, makes it easier to take follow-up action on quality leads.

CASE:

A client had an advertising campaign on TV in Virginia and North Carolina. He purchased commercial slots during primetime (very expensive) and late night (less expensive). By using call tracking and two unique numbers, he was able to measure which ads yielded more calls.

Within a week, the client saw that the Primetime ads were generating 20% more calls. However, by grading the calls for quality, he was able to see that the quality of late night callers was higher and resulted in a higher number of good leads. Therefore, late night ads produced more, lower-cost, quality leads. This determination allowed him to double his late night budget and increase the number of quality leads.



Measuring the quality of leads aids in advertising strategy

Use Every Caller as a Focus Group

- Every call made to your company carries important information about your customer base. Why pay for marketing research insights that you can get yourself for **free** from your own customers? A suggestion made by a client could be the basis of an idea that takes your company to the next level. Call tracking and recording gives you an invaluable and unique repository of potential **business intelligence**.

CASE:

By listening to recordings of its calls, a luxury condo discovered that many interested callers' first questions were related to the neighborhood and the building's proximity to a grocery store. In fact, there is a Whole Foods right behind the building.

Armed with this information, they created a map of the area, including the Whole Foods, to feature on their website. They also prioritized details about the neighborhood over lists of amenities in their listings. Finally, their customer service representatives began to strategically incorporate this knowledge into their conversations. All of this increased the percentage of sales they closed.



Calls to your company represent an important source of **customer research**

Use call tracking to strengthen your sales and customer service

Monitor, Optimize, and Train Your Sales Force

Sales and customer service managers can use call tracking as a tool to monitor calls, optimize sales scripts, and even use recordings as a training tool.

This internally focused tool will allow you to grade CSR and sales calls and use that knowledge to improve performance.

It can also be used to grade calls fielded by external call services used for off-hours customer service.

CASE 1:

A customer service manager at a technology company used the tool to determine that the average call time for his reps was meeting the company's goal of five minutes or less. In one click he was able to inform his boss.

CASE 2:

A sales manager at a software company used the tool to discover that his sales force frequently deviated from the sales script. That information was used to re-write the script and re-train the employees. Listening into recordings with the new script allowed the manager to measure its effectiveness and monitor how closely it was followed. Ultimately the changes led to more scheduled demonstrations and more sales.

