

# The Digital Marketer's Playbook for Voice Analytics

7 Ways to Use What Happens on Calls to Optimize Marketing ROI

# The Next Marketing Revolution Is Here. It's Voice.

The customer journey is calling. When consumers search for products and services, engage with digital ads, or visit a business's website on their smartphones, they often convert in the most convenient and natural way: by calling.

Calls to US businesses from mobile search, social, and display ads alone are expected to reach 162 billion in 2019, a 110% increase from 2014. For many industries, calls are the most popular and valuable conversion from digital marketing, with inbound callers converting to customers at the highest rates — on average 10x–15x more than online conversions.

This explosion in calls to businesses from smartphone users mirrors a similar explosion in voice searches. Consumers now use their voices to get answers, find and engage with local businesses, and make purchases. Studies predict that by 2020, half of all online searches will be voice searches. And not surprisingly, studies also show that a phone call is the most popular action following a voice search.

Voice searches and calls to businesses go hand in hand. And with over 75 million voice assistants from companies like Amazon and Google expected to be in US homes in the next two years, voice engagements between consumers and businesses will grow even faster in volume and importance — voice commerce in the US is expected to reach \$40 billion by 2022.

Voice has become central to how consumers shop, and even the most sophisticated digital marketing campaigns risk failure if they ignore calls and voice interactions. It's why innovative brands and agencies are embracing voice. They are analyzing what happens on calls for the marketing insights to better optimize campaign performance, personalize experiences, and acquire more customers at a lower cost. **This eBook explains how.**

# Calls Have a Huge Impact on Digital ROI

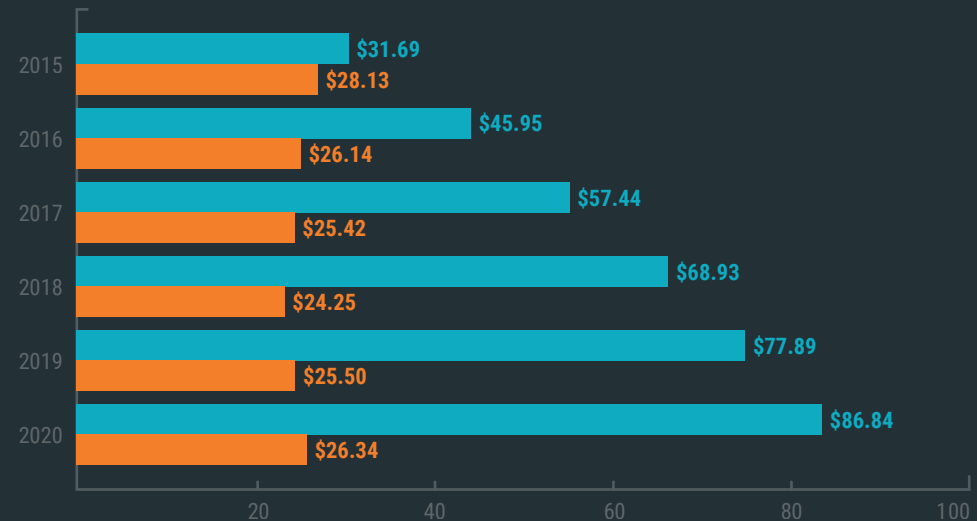
## Digital Advertising Dominates Modern Marketing

In 2017, businesses spent more than \$80 billion on digital advertising in the US, a 23% increase from 2015. By 2020, that number is expected to grow to exceed \$110 billion. To put that in context, businesses will spend more on digital advertising in the US in 2020 than on TV and print ads combined.

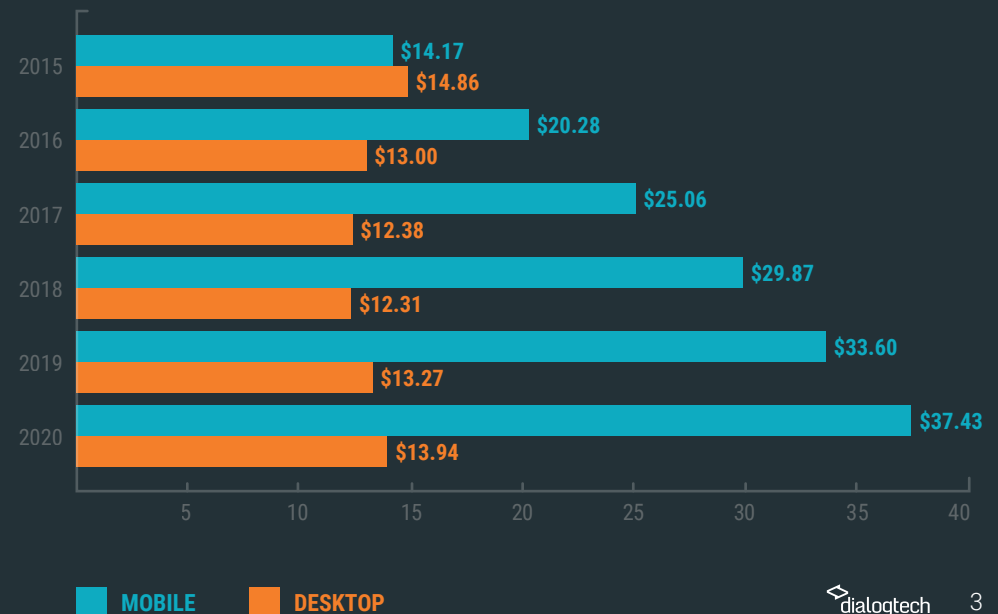
It's a powerful testament to the importance of digital advertising in the modern marketing mix. And while digital dominates media spend, mobile dominates digital, with nearly 74% of digital ads expected to target smartphones and mobile devices in 2018.

Source: eMarketer

US Digital Ad Spend by Device (IN BILLIONS)



US Search Ad Spend by Device (IN BILLIONS)

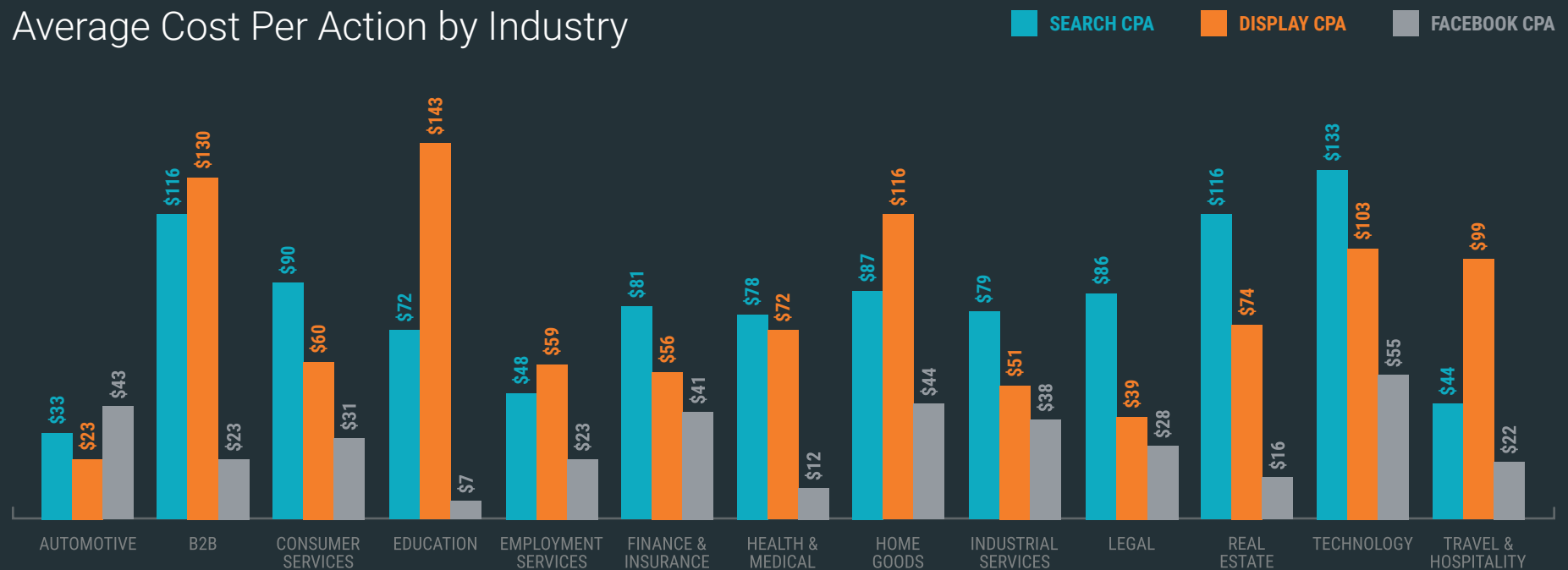


# Costs Per Conversion in Many Industries Have Soared

The cost for generating a conversion from digital channels can vary greatly by industry. Research shows the average cost per action (CPA) is \$49 for search and \$75 for display, with costs exceeding \$100 in several industries. It's less for Facebook ads – \$18 average CPA – but that number goes as high as \$55 depending on the industry.

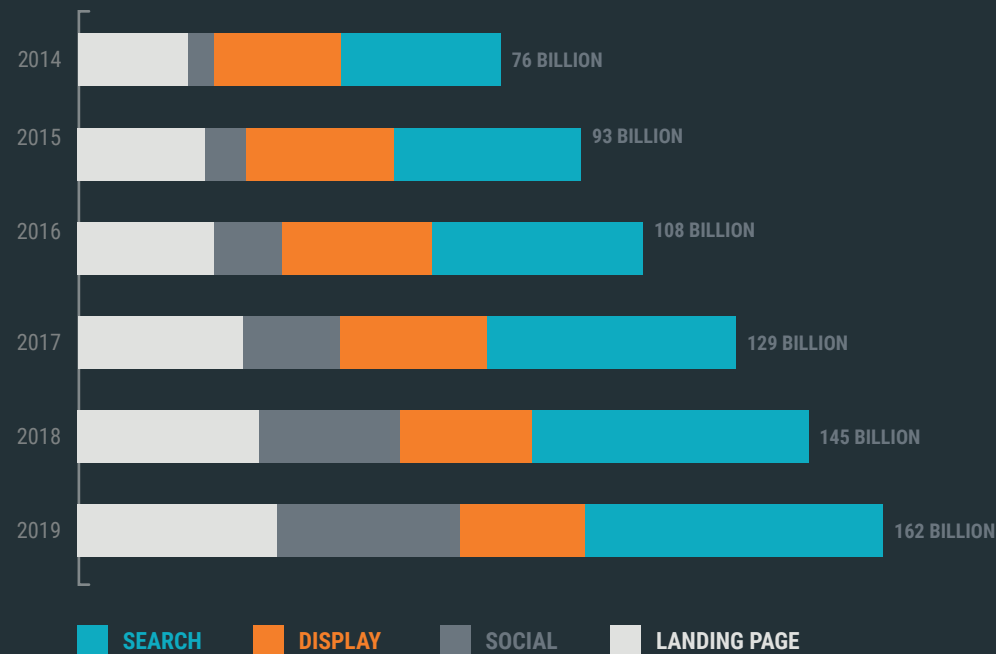
These numbers help illustrate how competitive digital advertising can be for many industries. The stakes for digital have never been higher, and neither has the pressure on marketers and agencies to optimize campaign performance to win the most customers at the lowest costs.

## Average Cost Per Action by Industry





## 110% Growth in Calls to US Businesses From Digital Ads Targeting Smartphones (2014-2019)



48 billion

CALLS FROM US  
SEARCH ADS IN 2017



19 billion

CALLS FROM US  
SOCIAL ADS IN 2017



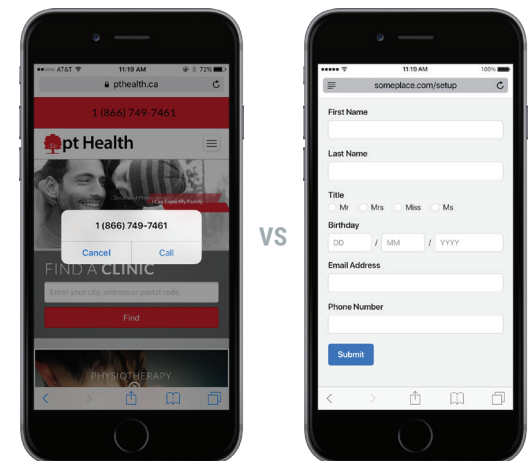
29 billion

CALLS FROM US  
DISPLAY ADS IN 2017

## Smartphone Users Convert by Calling

As costs rise, every conversion counts – especially those that lead to appointments, sales opportunities, and revenue. And for mobile advertising, that conversion is often a call. When consumers run searches and engage with digital ads, emails, and website content on their smartphones, it's easier and more natural to call the business rather than fill out a form on their small screens and wait for the business to call them.

*Click-to-call is easier and faster than filling out a web form*

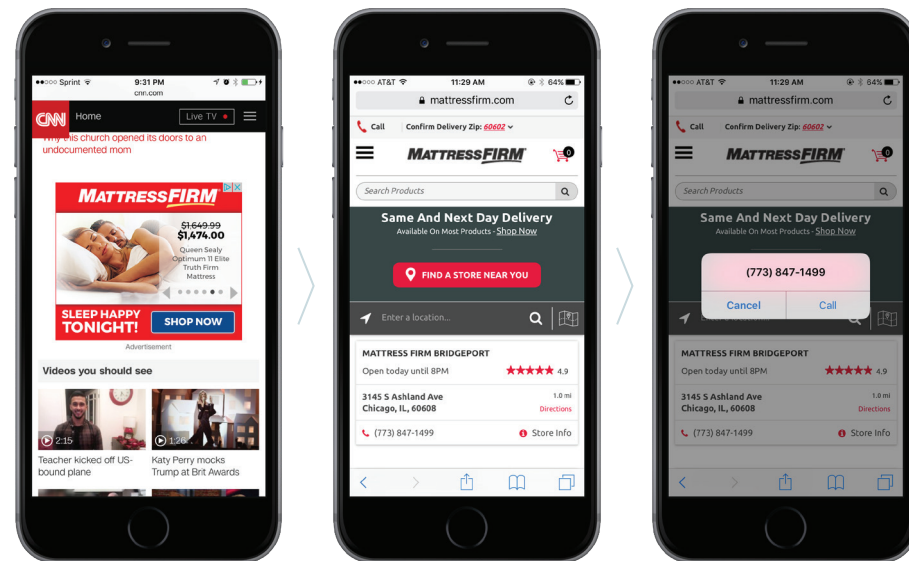


# Inbound Calls Are Huge Revenue Drivers

Inbound calls are often the most valuable leads. Someone who calls a business usually has higher purchasing intent and is further along in the customer journey than someone who fills out a web form. Plus a caller is a live lead that businesses can close and upsell right away.

*"Customers who initiate inbound calls convert faster, spend more, and have a higher retention rate."*

**FORRESTER**



Calls will influence  
**\$1 trillion**  
in US consumer spending  
this year.

Calls convert to revenue  
**10x–15x**  
more than web leads.

# Many Purchases Don't Happen Without a Phone Conversation

Calls are an important part of the customer journey for industries with complex, expensive, infrequent, or urgent purchases. Consumers want to call and speak to a real person, regardless of the device they use to research a product or service. For marketers in these industries, your ROI hinges on your ability to drive quality sales calls.

## Businesses with Products or Services That Are Complex, Expensive, Infrequent, or Urgent Want Phone Calls



# The Rise of Voice Search Means Even More Calls

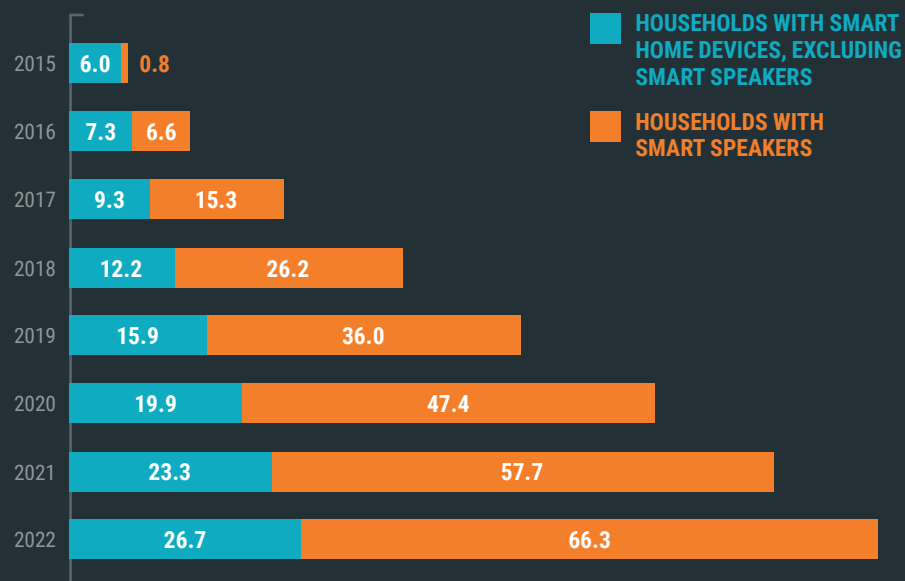
Juniper Research predicts that in the US alone there will be a combined 870 million voice assistant devices — which includes smartphones, tablets, PCs, smart speakers, connected TVs, cars, and wearables. This is nearly double the estimated 450 million in 2017. Voice assistants like Siri, Cortana, Google Assistant, and Alexa are changing how people search. Instead of typing a search phrase like “Nail salon Chicago,” people are using voice search to ask questions as if they’re talking to another person: “OK, Google, where can I book an appointment to get my nails done around here?”

Studies predict that by 2020, half of all searches will be voice searches. And as sales of voice-enabled home assistants skyrocket, people will be doing more shopping with their voices. This will drive even higher volumes of calls to businesses, as people researching goods and services with their voice naturally engage with businesses the same way: studies show that calls are the most popular action following a voice search.

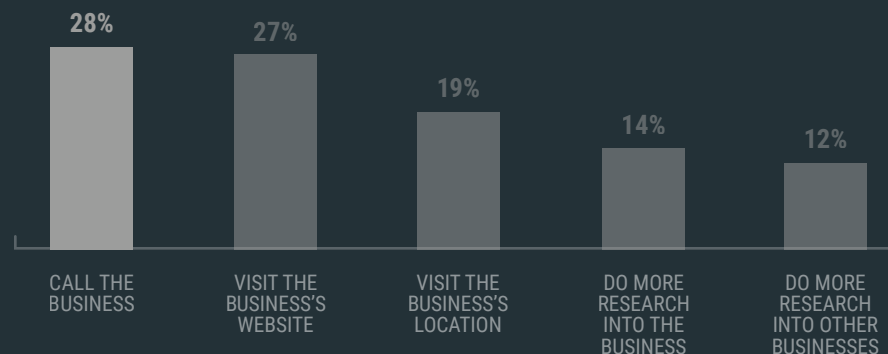
Sources: Juniper, comScore, Forrester, BrightLocal

## Households with Smart Home Devices

(IN MILLIONS)



### What is the typical next step you take after making a voice search for a local business?

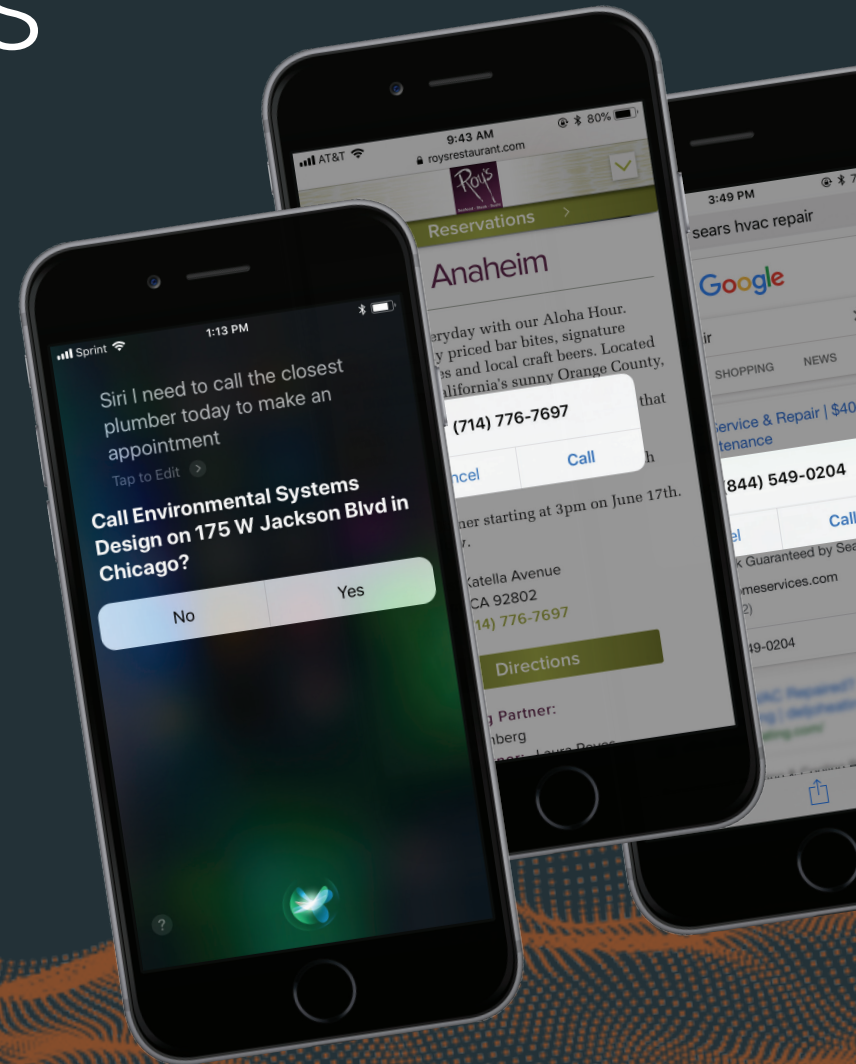


# Analyze What Happens on Calls for Insights to Improve ROI

The success of digital marketing today for many industries can hinge on two things: 1) how well you drive good calls to locations or agents and 2) how well they handle those calls. Even the most sophisticated marketing campaigns risk failure if they ignore phone calls and voice interactions.

But doing this well requires marketers to take a data-driven approach to calls. It means analyzing what happens on calls to complete your view of the customer, then using those insights to optimize spend and personalize messaging, audience targeting, and customer experiences to drive the best results.

There is a wealth of insights marketers can derive from analyzing voice interactions. To help you get started, we picked 7 questions marketers are answering today that have a significant impact on ROI.



# 7 Questions to Answer to Turn Conversations Into Actionable Insights

1. Is the caller a quality sales lead?

2. Is it a new lead or repeat customer?

3. Did the caller convert?



4. What questions did the caller ask?

5. Was the call answered?

6. Are locations/agents converting callers to customer?

7. Should this caller be called back right away?

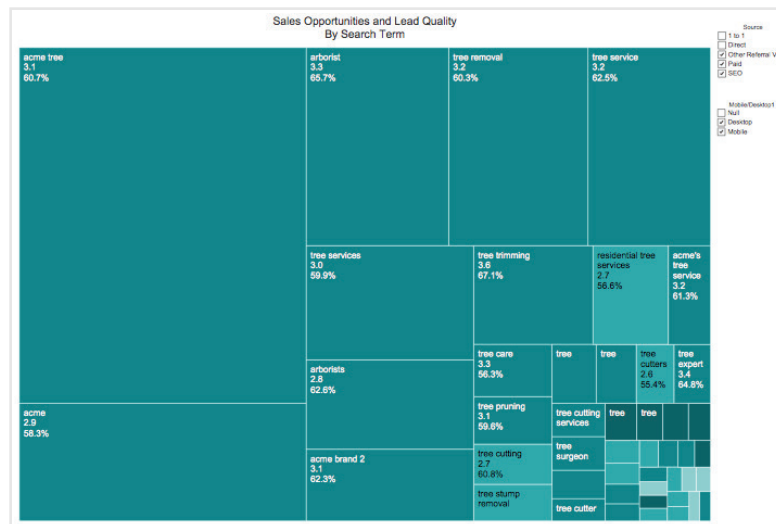


# Is the Caller a Quality Sales Lead?

A fundamental question that marketers should answer is whether or not each caller is a quality sales lead. As marketers, we invest significant resources and budget in search and digital advertising, SEO, email, and other channels to acquire customers and grow revenue for the business. But not every phone call conversion is a quality sales lead. Some might be support calls. Some might be job-seekers. Some might be spam.

It's critical for marketers to know not only how many calls each marketing channel and activity generates, but how many quality sales calls they deliver to each location. That way you can make the right marketing optimizations to drive more of the calls that drive appointments, opportunities, and revenue, while eliminating spend on the programs that aren't impacting the business. It's a proven way to acquire more customers while reducing cost per lead.

## Sample Reports Marketers Use to Measure Lead Quality of Calls



Top Conversion Pages

Conversion Page	Calls	Avg. Lead Score	Sales Opportunit..	Sales Conversio..
http://www.acme.com/residential-tree-services/find-a-...	11,331	3.3	66%	62%
http://www.acmebrand2.com/local-offices/	1,139	3.5	68%	66%
http://www.acme.com/residential-tree-services/	806	3.1	63%	61%
http://www.acme.com/local-offices/sacramento-rosevi...	601	2.6	60%	46%
http://www.acme.com/local-offices/east-bay-tree-serv...	579	2.9	66%	50%
http://www.acme.com/request-a-consultation/	519	4.0	81%	64%
http://www.acme.com/local-offices/columbus-tree-ser...	509	2.9	62%	60%
http://www.acme.com/thank-you/	504	2.2	41%	62%
http://www.acme.com/	429	2.4	42%	61%
http://www.acme.com/local-offices/boulder-tree-servi...	402	2.9	48%	73%
http://www.acme.com/local-offices/san-francisco-tree...	400	2.4	54%	47%

# Roy's Gets More Diners Calling from Digital

Agency Roger West is having great success doing this for Roy's, an upscale restaurant chain with over 20 locations in the US. By analyzing not only the volume of the calls they send to each Roy's restaurant from paid search and display ads — but which calls result in dining reservations — Roger West has optimized for the channels, ads, search keywords, days/times, and devices driving the most customers. And the results speak for themselves: a 434% increase in reservations and a 38% decrease in cost per reservations in the first seven months.

## Knowing What Drives Reservation Calls Pays Off for Roy's

### What They Learned

Many reservation calls come from mobile paid search on Fridays between 2pm & 5pm

70% of calls that were 1 minute or longer included the words "reserve" or "reservation"

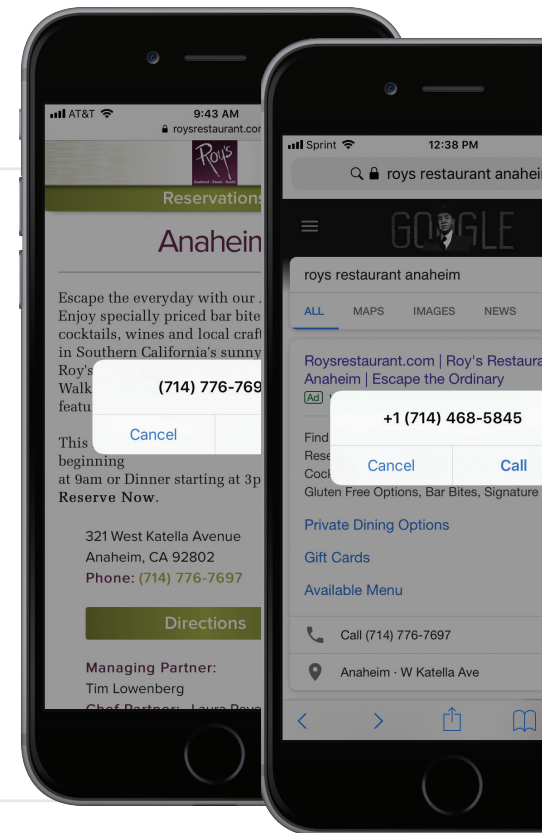
Although more expensive, non-branded terms drive the most calls & reservations from 1st-time visitors

### What They Did

Focus mobile spend on high-converting times

Optimize keywords, ad copy, and targeting based on what drives longer calls

Justify the continued investment in more competitive non-branded keywords



# Machine Learning Analyzes Conversations for Luxury Automaker

One of the world's biggest luxury automakers uses search marketing to drive conversions and customers to their network of 350 dealerships in the US. Because a luxury vehicle is a considered purchase, many consumers call their local dealer before visiting, making calls an important conversion for the automaker's marketing team. They are not only tracking the tens of thousands of monthly calls they generate from paid and organic search to their dealerships, they are using machine-learning algorithms to analyze what's said on those calls to categorize each caller as:

## A Sales Call

Caller that asks for the sales department, asks about new or pre-owned vehicles, schedules a test drive, asks about leasing information, and more.

## A Parts Call

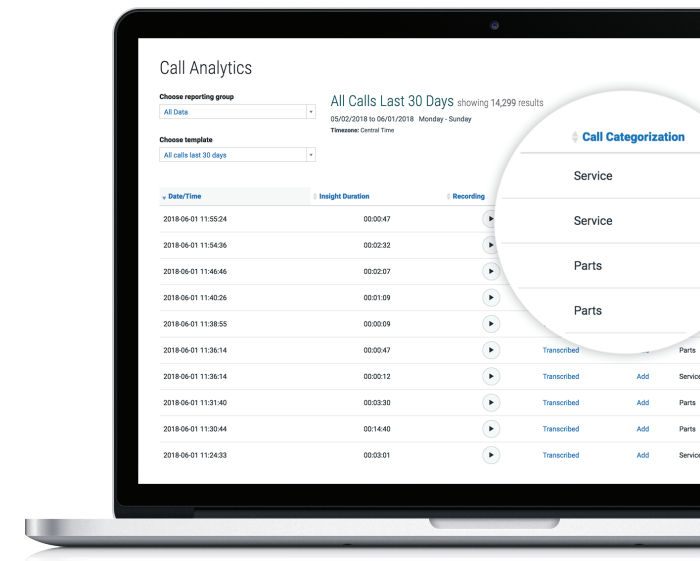
Caller that asks for the parts department or enquires about tires, keys, or a specific part.

## A Service Call

Caller that asks for the service department, sets a maintenance appointment, mentions a recall, asks about oil changes, mentions an issue with their car, and more.

## Other

Caller that needs roadside assistance, tries to solicit business, doesn't leave a voicemail message, is spam, hangs up before someone answers, and more.



By understanding the types of calls the automaker drives from paid and organic search, when those calls come in, and what devices callers engage with their ads and websites, the marketing team can optimize messaging, targeting, and bid strategies to drive more of the calls that drive revenue.

## TIP:

## Compare Quality of Calls from Search Ads vs. Webpages

Paid search ads drive billions of calls to US businesses each month, and those calls are generated two ways: either 1) directly from the search ad itself via a call button or phone number or 2) from consumers who click on the ad and call a number on your website.

It's important to understand not only how many of each type of call you generate, but how each type impacts customer acquisition. Because the results can vary greatly depending on your industry and business.

For example, after analyzing calls that come directly from call extensions in search ads, one logistic company learned that 90% of those callers from branded keywords were not potential customers, but rather job-seekers. This was not the audience the marketing team wanted to generate from their paid search spend — so they promptly removed the call extensions.

However, a large national pest control company found just the opposite. Calls from call extensions in their search ads convert to customers twice as often as calls from their landing pages and website. After learning this, they have allocated more budget to ads with mobile call extensions, which has helped increase customer acquisition by 12%.

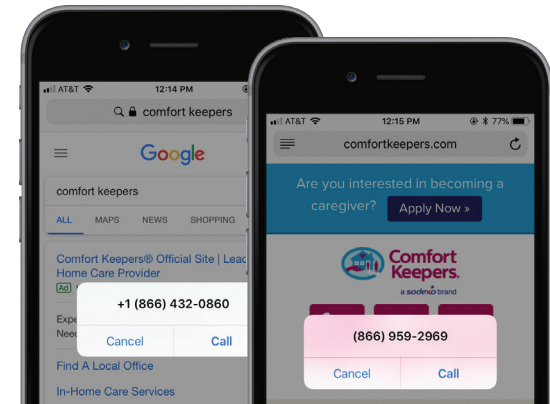
### Value of Calls from Call Extensions Can Vary by Industry

FOR ONE LOGISTICS COMPANY...

**90%** of calls from call extensions in search ads for branded keywords were from job-seekers

VS. FOR ONE PEST CONTROL COMPANY...

**2x** as many calls from call extensions converted to customers than calls from landing pages



Source: DialogTech



# 2

## IS IT A NEW LEAD OR REPEAT CUSTOMER?

# Is It a New Lead or Repeat Customer?

Marketers in many industries don't want to waste their digital marketing budget generating calls from existing customers. Those calls are often support-related — and marketers would rather those calls came in via a non-paid channel like SEO.

But marketers in other industries are not only happy to pay for ads that generate calls from repeat business, they are also willing to spend more to generate first-time callers. Roy's, for example, is willing to spend more on calls from non-branded search keywords because those are often from first-time diners, a prized audience for restaurants.

## Sample Report Showing How Many Callers Are New

Call Frequency	Call Frequency			Sales Opportunity Rate	Sales Conversion Rate
	% of Callers	% of Calls	Avg. Lead Score		
1	84%	66%	3.2	64%	64%
2	12%	19%	2.8	52%	58%
3+	4%	14%	2.2	38%	52%

## DSO Determines if the Caller Is a New or Existing Customer

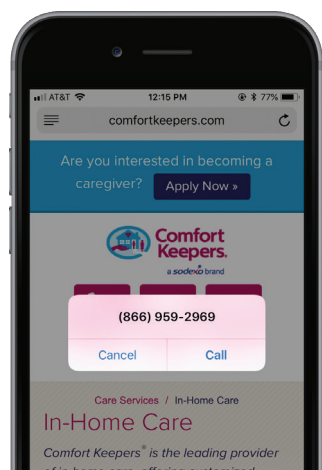
In another example, a dental support organization (DSO) with 25 offices nationwide analyzes the calls they send to each location to determine if they are a new or repeat customer. The marketing team has selected a robust set of keywords that when spoken indicate the nature of the call and whether it is from a new patient or existing client. According to their Director of Marketing: "Seeing that AdWords unbranded keywords generate calls and appointments from new patients at a higher rate in a specific market, for example, is powerful data to improve our marketing and reduce our cost per call."

# Comfort Keepers Uses Machine Learning to Categorizes Callers

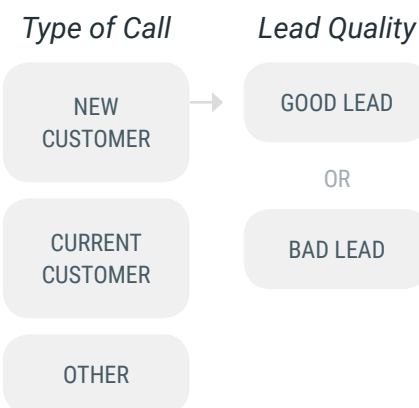
Comfort Keepers is one of the nation's leading providers of in-home care for seniors, with over 450 franchise locations across the US. Phone calls make up 70% of their marketing conversions, and they use AI to automatically analyze the calls they drive to each franchisee to determine lead quality.

Machine-learning algorithms analyze what's said on each call to determine if the caller is a potential new customer, a current customer, someone applying for a job as a caregiver, or some other type of call. For new callers, the AI also scores the call to measure lead quality. This data enables the Comfort Keepers marketing team to not only optimize for the channels driving the most business, but also prove the full value of their marketing campaigns to franchisee.

## AI Categorizes Calls for Marketing Insights



*AI analyzes conversations from 3,000+ calls a week to classify each one*





# Did the Caller Convert?

Knowing not just that a caller is a quality sales lead — but where they are in the customer journey after the call is completed — is invaluable marketing data. It's the only way to accurately determine what to do next with that caller. Should you retarget them with a particular search, Facebook, or display campaign? Should you use them to improve your lookalike campaigns? Should you spend budget remarketing to them at all?

If you don't know whether calls you deliver to your locations or call centers converted to appointments, opportunities, or customers, you can't answer those questions. You then risk wasting budget retargeting customers who have already converted over the phone. Or you risk missing out on new or repeat business by failing to target callers that are ready to buy.

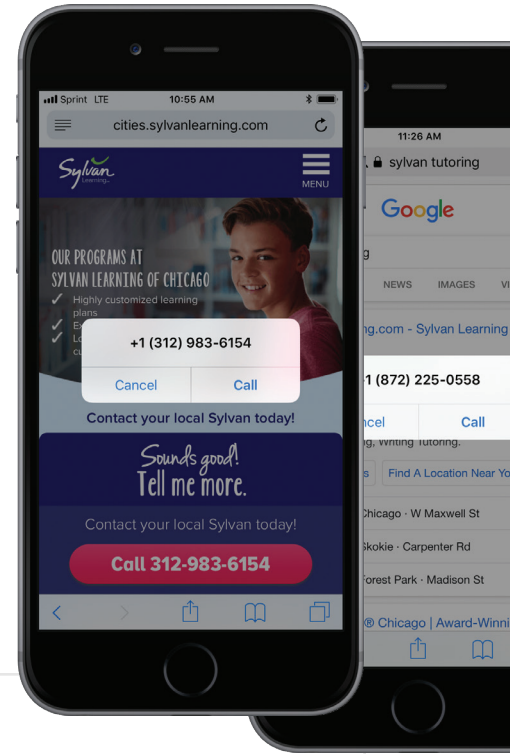
## Sample Report Listing Calls that Converted to Appointments

▼ Date/Time	◆ Caller ID	◆ Dialed Number	◆ Insight Duration	◆ Recording	◆ Transcript Status	◆ Note	appointments
2017-05-23 15:48:37	5553332222	5554441111	00:05:14	▶	Transcribed	Add	✓
2017-05-23 12:31:55	5553332223	5554441112	00:03:47	▶	Transcribed	Add	✓
2017-05-23 10:31:11	5553332224	5554441113	00:08:35	▶	Transcribed	Add	✓
2017-05-22 11:43:10	5553332225	5554441114	00:05:30	▶	Transcribed	Add	✓
2017-05-18 16:29:14	5553332226	5554441115	00:02:20	▶	Transcribed	Add	✓
2017-05-16 17:43:59	5553332227	5554441116	00:05:57	▶	Transcribed	Edit	✓
2017-05-16 9:27:34	5553332228	5554441117	00:24:18	▶	Transcribed	Add	✓

## Use What Happens on Calls to Determine Retargeting

Instead, by understanding where the caller is in the customer journey at the conclusion of the call, you can precisely determine the next best actions. For example:

- For **unconverted callers** who are good leads, retarget them with a special offer across digital channels and bid more for them on paid search.
- For **callers who converted to customers**, put them into the most relevant upsell or cross-sell ad or email campaign. You might also decide to add them to lookalike campaigns to extend your reach and find new business resembling your best leads. Or you might exclude callers who already bought from seeing ad campaigns that aren't relevant to them.



### Put Callers into the Right Audience Segments



Put callers who didn't convert into **retargeting** campaigns



Put callers who bought products into **upsell** or **cross-sell** campaigns



Use your best callers to find more valuable **lookalike** audiences



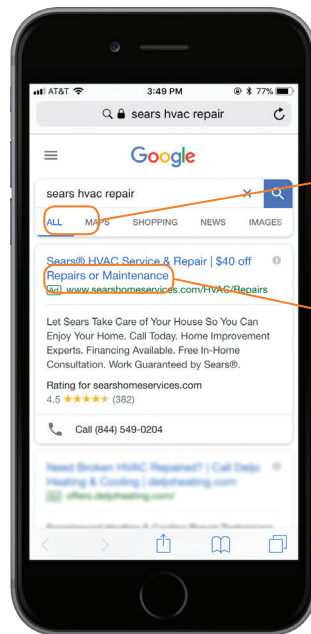
**Suppress** callers from seeing ads that aren't relevant to them

## TIP:

## Personalize Ad Messaging for People Who Want to Call

When someone calls a business, that call is a powerful signal indicating how that person wants to engage, as well as their purchasing intent. It doesn't make sense to retarget callers with ad campaigns geared towards generating online conversions. These people want to call, so your ad campaigns should not only make it easy for them — with call extensions in your search ads and phone numbers on your website, for example — but should also use language that prompts them to call you.

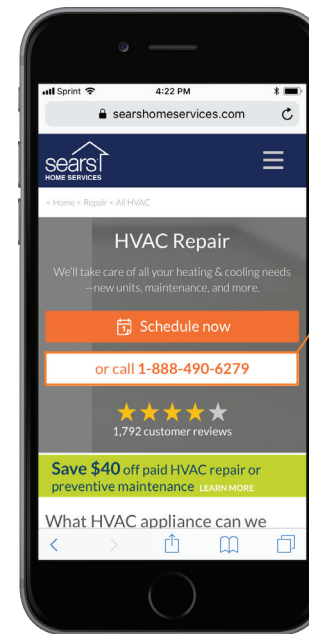
## Optimize Ad Campaigns for Consumers Who Want to Call



SEARCH AD

*Asks person to call in ad text.*

*Includes call option directly in ad.*



LANDING PAGE

*Prominent call button for people who click through to the site.*

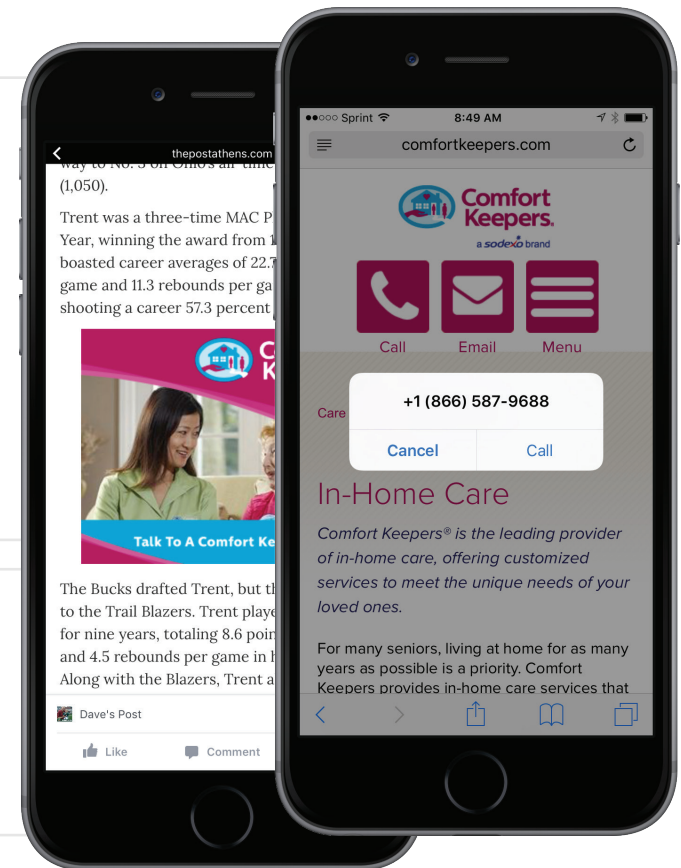
# Comfort Keepers Targets New Audiences Likely to Call

It's a strategy that is working well for Comfort Keepers. If someone calls a Comfort Keepers location and converts to a customer, the marketing team is able to add that caller to their lookalike display campaigns. It enables them to more effectively find new quality audiences that resemble those good callers. Comfort Keepers can then target them with display ads encouraging them to call a Comfort Keeper location. Over 6 weeks, this caller-modeling audience tactic generated 4x more calls than the next best tactic.



- Leading provider of quality in-home senior care
- 450+ independently owned franchisee locations
- 70% of conversions are phone calls
- Uses DialogTech for call analytics

Drove **4x the calls** from display campaigns that targeted lookalike audiences similar to customers that called





# 4

## WHAT QUESTIONS DID THE CALLER ASK?

# What Questions Did the Caller Ask?

For marketers to deliver the relevant, personalized experiences consumers expect across all channels, devices, and touchpoints, you need to know who those consumers are, what they've done, and what they want. That requires accurate, holistic customer data. And while you can certainly learn a lot by analyzing how people engage with your digital ads and website, no interaction provides more valuable insights into a consumer than a phone call.

Marketing experts today talk about the importance of understanding “the voice of the customer” — a phone conversation is literally that. It is the customer, in their own voice, in real time, telling you what they want. With billions of these conversations with businesses taking place every day in the US alone, it's an unparalleled resource of marketing insights you can tap into to understand your audience.

## Build More Accurate Customer Profiles by Analyzing Conversations

By analyzing voice interactions, marketers can fill in the gaps in their intelligence data and build more nuanced, in-depth customer profiles to improve messaging, make smarter optimizations, and provide more personalized experiences that drive revenue. And the questions callers ask businesses in particular often tell you the most about what the caller cares about and — best of all — what they need to know about the products, solutions, or services you market to make a purchasing decision. Marketers can leverage those insights to acquire more customers.

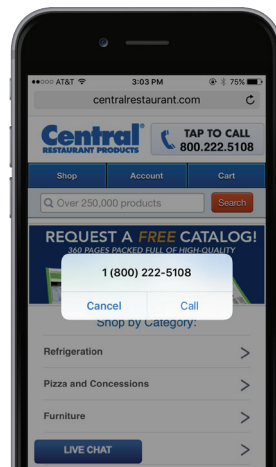
# 4

## Central Mines Questions to Improve SEO and Website Conversions

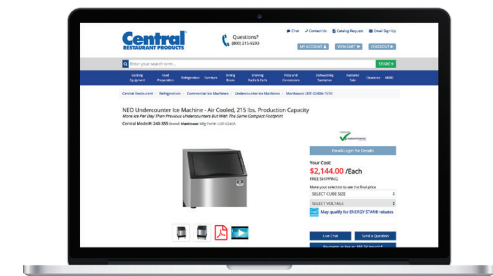
Central Restaurant Products is the leading wholesale distributor of foodservice equipment. Inbound calls are extremely valuable interactions for Central, making up 56% of orders and 81% of total revenue. They analyze phone conversations from different marketing channels for insights to improve performance.

According to Nathan Smith, Marketing Database Analyst at Central: “We can quickly look at the source of a call – say a Google shopping ad – then dive into the actual phone conversation to see if it was a quality lead. Or we can analyze calls from a specific product’s webpage to see what questions callers are asking, then have our content team update the details on that page to answer them.” By answering the questions shoppers really care about on their webpages – the ones they need answered before finalizing a purchase – Central helps not only drive more visitors from SEO, but convert more of those visitors to customers.

### Central Uses Caller Questions to Improve Conversion Rates



*Central analyzes calls from a specific product's webpage to see what questions callers ask*



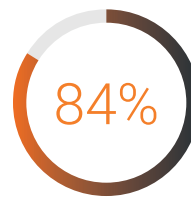
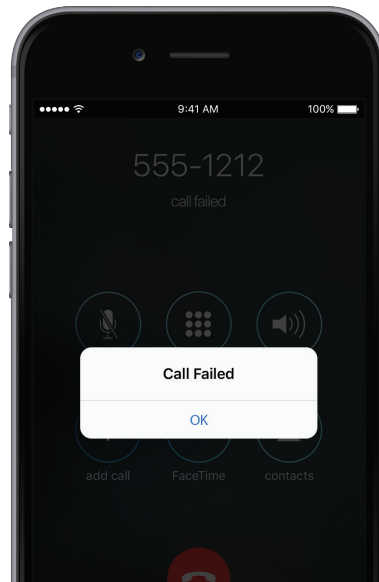
*They then answer those questions on that page to improve conversion rates*



# Was the Call Answered?

Many brands, franchises, and multi-location businesses rely on inbound calls to drive revenue. From insurance and home services to automotive and health care, marketers in many industries invest heavily in search and digital channels to drive calls to branches, offices, shops, and dealerships. How each location handles those calls can be the difference between winning or losing a customer — and your marketing ROI hangs in the balance.

## Negative Call Experiences Impact Marketing ROI



of calls would cease doing business with a company after a negative caller experience



who intended to make a purchase have backed out because of poor customer service

### Caller Pain Points

- Missed calls
- Lengthy wait times
- Caller passed from agent to agent
- Agent not knowing why a caller is calling

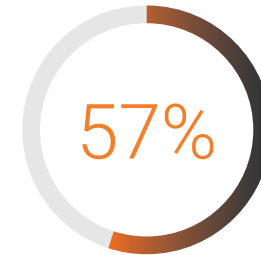
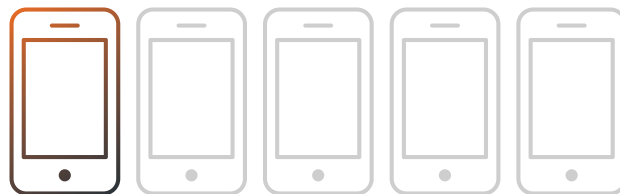
Sources: OnBrand Group, American Express

## It's Simple: You Can't Drive Business from Calls that Aren't Answered

Marketers should know how locations and agents handle calls to ensure you aren't losing revenue and wasting marketing budget. The first question to answer is the most basic: are they answering the calls you send them? Understanding what percentage of calls are being answered, what percentage goes to voicemail, and what percentage hang up without leaving a message is valuable insight for marketers to uncover issues that could be harming their ROI.

### Multi-Industry Study Finds 20% of Calls from Paid Search Go to Voicemail

Nearly **1 of every 5 calls** generated by paid search advertising goes to voicemail



of voicemail messages from callers signaled buying intent

Source: DialogTech

# National Auto Service Center Was Losing Revenue from Unanswered Calls

A chain of auto service centers with over 1,000 locations in the US generates a high percentage of customers from paid search. And many of those come in over the phone, with callers asking questions on pricing and booking service appointments. When their marketing team analyzed the calls they were generating from paid search to their service centers, they found:

- **12%** of paid search callers convert to customers
- Average revenue per customer from paid search calls is **\$250**
- But **11%** of paid search callers abandon call due to delays in answering

The marketing team had no idea that such a high percentage of calls they send to locations during business hours were abandoned. Doing the math, they found that on average every 100 calls they send to locations from paid search could bring in \$3000 in revenue, but in reality were only bringing in \$2670 because the locations weren't answering calls quickly enough. They used this insight to work with locations to emphasize the importance of answering calls.

## Sample Report Visualizing When Quality Sales Calls Come In

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Grand Total
4 AM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5 AM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6 AM	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
7 AM	0.0%	0.3%	0.3%	0.3%	0.2%	0.3%	0.1%	1.5%
8 AM	0.0%	2.1%	2.1%	1.8%	1.6%	1.4%	0.4%	9.4%
9 AM	0.1%	3.1%	2.8%	2.5%	2.2%	2.1%	0.5%	13.3%
10 AM	0.1%	3.1%	2.8%	2.2%	2.2%	2.3%	0.6%	13.2%
11 AM	0.1%	2.8%	2.6%	2.1%	2.0%	2.0%	0.6%	12.1%
12 PM	0.1%	2.2%	2.1%	2.0%	1.8%	1.7%	0.4%	10.2%
1 PM	0.0%	2.2%	2.0%	1.9%	1.8%	1.8%	0.3%	10.0%
2 PM	0.0%	2.0%	2.0%	1.9%	1.6%	1.7%	0.2%	9.5%
3 PM	0.0%	1.8%	1.9%	1.8%	1.7%	1.7%	0.2%	9.1%
4 PM	0.1%	1.6%	1.7%	1.4%	1.4%	1.3%	0.2%	7.6%
5 PM	0.0%	0.4%	0.5%	0.4%	0.4%	0.3%	0.1%	2.0%
6 PM	0.0%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.8%
7 PM	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.5%
8 PM	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%
9 PM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Grand Total	0.6%	22.0%	21.2%	18.6%	17.1%	17.0%	3.6%	100.0%

# Are Locations/Agents Converting Callers to Customers?

For marketers under pressure to drive revenue, creating digital campaigns that drive calls isn't enough. You need the locations and agents you deliver calls to to provide the right experience to win that customer.

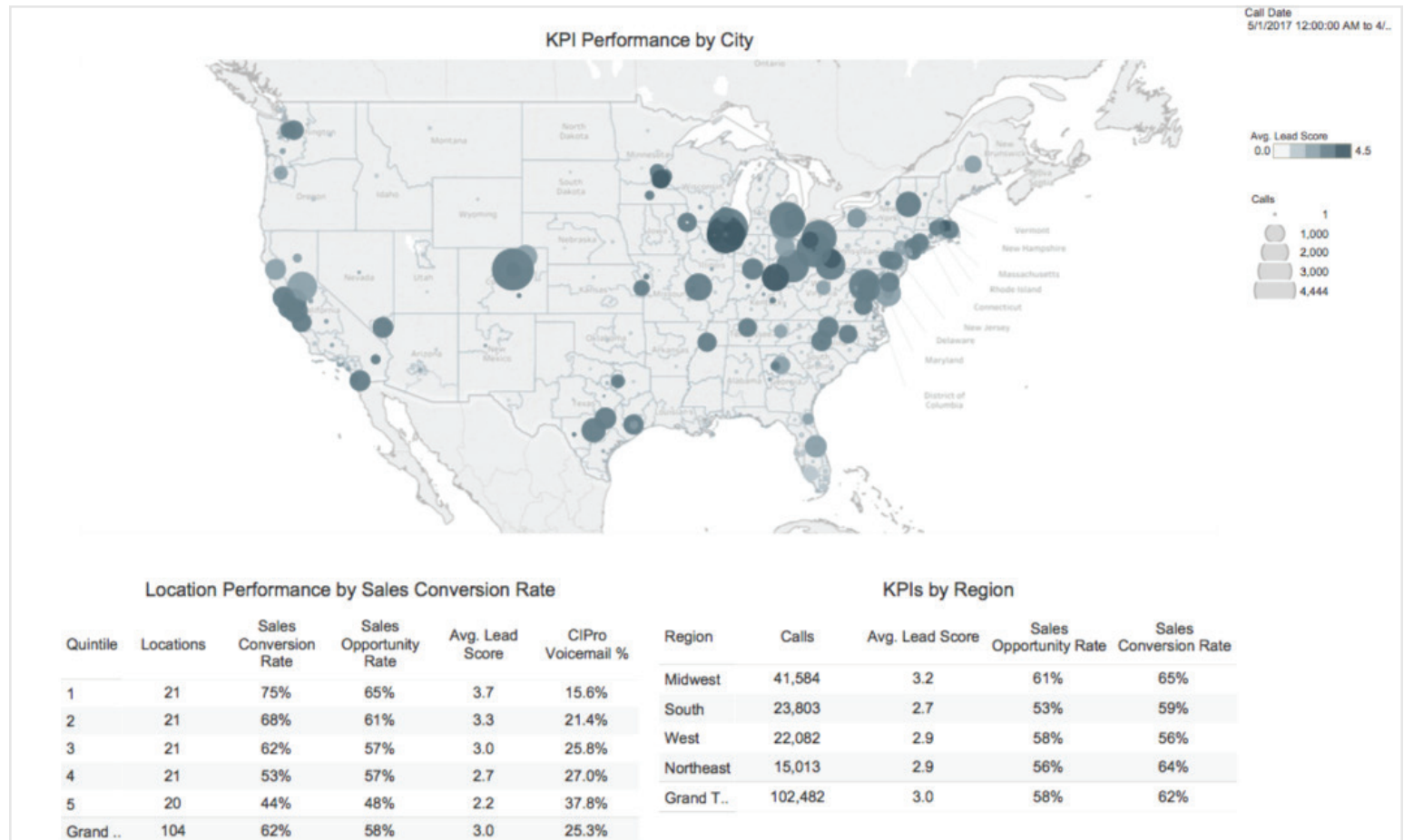
For example, one insurance agency determined they were paying \$50 per inbound call on average across all marketing channels. By analyzing those conversations, however, they learned that many agents were mishandling calls by not asking the right things or answering callers' questions the right way, leading to squandered sales opportunities and wasted marketing spend.

In a different industry, studies on how agents at auto dealerships handle calls uncovered systemic errors that were costing them business:

- **72%** of auto dealership agents don't ask the caller for an appointment.
- **35%** did not suggest an alternative if the caller's vehicle of choice was already sold.

It's no longer enough for marketers to cross their fingers and hope locations and agents handle calls correctly. You should know how well each location or agent is converting calls to appointments and customers. Uncovering and correcting issues helps ensure you aren't throwing away marketing budget on mishandled calls. Identifying best practices of high-performing locations and agents and sharing them with others across your business is a great way to increase your marketing ROI.

## Sample Report Visualizing Call Conversion Rates by Location





## Marketing Team at Sylvan Learning Assists Underperforming Locations

Sylvan Learning is the leading supplemental education provider for children in grades K-12, with more than 750 locations in the US. Sylvan's marketing team uses conversation analytics to monitor what is happening on the inbound calls they send to their locations. According to Seth Lueck, Senior Online and SEM Manager at Sylvan: "If there is a certain brick-and-mortar location whose numbers aren't measuring up to the rest of the system, we will dig into the conversation insights to look if they are seeing more calls than normal going to voicemail, if they are promoting a national offer...and that allows us to proactively reach out to them and provide those recommendations."

Sylvan's marketing team is able to tell if underperforming locations are getting the right phone leads and following the right scripts on calls. And those insights enables them to work with those locations to convert more callers to customers.

### Sample Reports on Calls to a Specific Location

Call Analytics

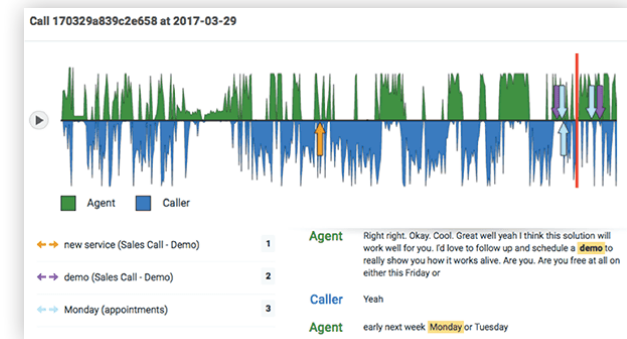
Choose template: All calls last 30 days

All Calls Last 30 Days showing 12,986 results  
06/10/2018 to 07/10/2018 Monday - Sunday

Change filter: Save as: Download CSV

Date/Time	Caller ID	Dialled Number	Phone Label	Insight Duration	Recording	Call Category	Note
2018-07-10 11:16:31	3304374897	8779209060	Ring PPC - Brand Search	00:01:06		Lead	Add
2018-07-10 11:16:10	3063035806	8772152291	Google PPC - Brand Search	00:03:11		Lead	Add
2018-07-10 11:16:09	6613804263	8772955100	Main_Telephone_Number	00:01:26		No Lead	Add
2018-07-10 11:13:30	8508008495	8508040220	Prospecting-weoptimize bun-320x50	00:04:52		Other	Add
2018-07-10 11:13:30	8157613735	8508040220	Prospecting-weoptimize bun-320x50	00:02:21		Lead	Add

*See all calls to the location in question & see lead quality and call duration*



*Drill into any call to analyze recordings and transcriptions*



# 7

## SHOULD THIS CALLER BE CALLED BACK RIGHT AWAY?

# Should This Caller Be Called Back Right Away?

Do you know which callers that went to voicemail are good sales lead? Do you know if a call failed to convert because a sales representative didn't follow the right script? Do you know when a location doesn't ask a good caller for an appointment?

Any of these issues could negatively impact revenue generation and marketing ROI. But they can be corrected: an analysis of more than 600 US dealership showed that closing rates are as high as 25% when a mishandled call is called back. However, the opposite is also true: 78% of new customers who aren't contacted after leaving a message will end up going with another company.

As marketers, you can own the analytics of what happens on calls and use insights to help your business drive revenue. That can go beyond optimizing your marketing campaigns to drive better leads. It can also mean helping your locations win back business from voicemails and mishandled calls by providing alerts for who to call back right away.

## When Auto Dealers Call Mishandled Calls Back They Win

<p>Up to 72%</p> <p>of dealership agents don't ask the caller for an appointment</p>	<p>35%</p> <p>did not suggest an alternative if the caller's vehicle of choice was already sold</p>	<p>Up to 25%</p> <p>of mishandled calls can be closed by calling the lead back</p>	<p>3 missed calls</p> <p>per day could amount to \$96,000 in lost revenue annually</p>
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Sources: Dealer Marketing Magazine, Conversational, Dealix, Worldwide Phone Pops, AutoPoint, Dealer Marketing Magazine

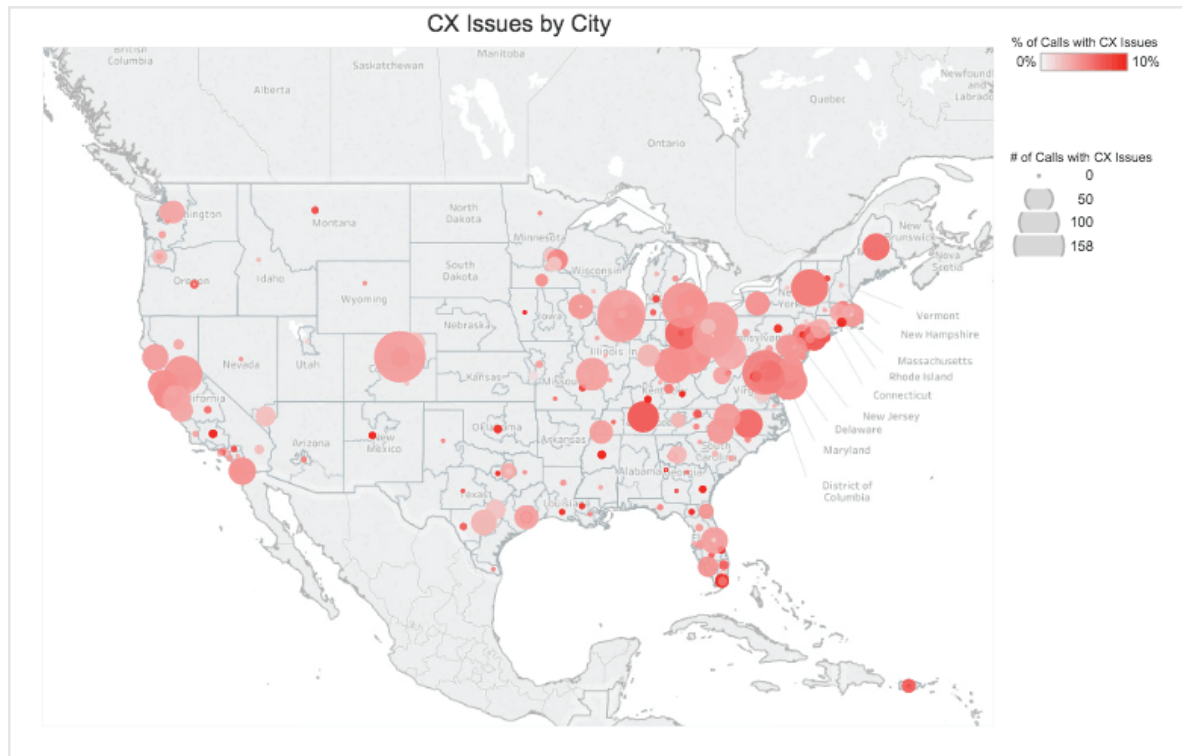
## 7

SHOULD THIS CALLER BE  
CALLED BACK RIGHT AWAY?

# Identify Negative Experiences to Prevent Churn

Marketers and agencies can also help the business save at-risk customers by pinpointing callers expressing negative sentiment or experiencing CX (customer experience) issues at each location. Bad calls can damage your brand's reputation and damage new customer acquisition if they air their grievances publicly. One bad Yelp review can cost a business 30 potential customers, and a bad review on Google search results can cost you 70% of potential customers. Knowing which consumers to call back before they churn or take to social media can be invaluable.

## Sample Report Visualizing Locations with CX Issue Calls



Sources: Yelp, Google

# 4 Ways to Turn What Happens on Calls Into Actionable Insights

So how do you analyze calls for marketing insights? Marketers and agencies have four main options, ranging from the most basic to the most advanced. The right call analytics solution should have all four.

## 1. Call Duration Reports

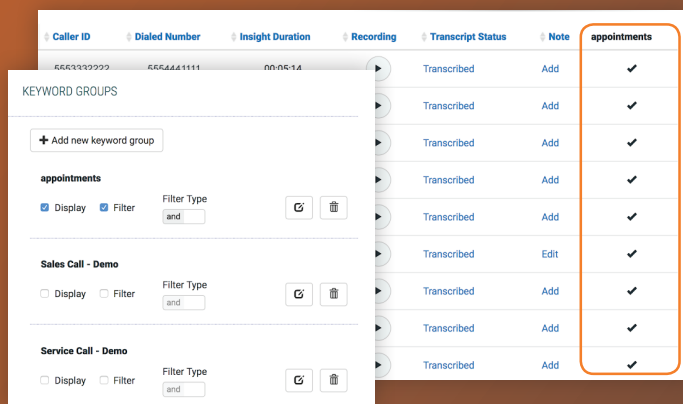
The most basic information marketers can get on what happens on a call is how long it lasted. This metric doesn't give you any specific insights into the quality of the call, the outcome, or what was said, but some marketers use it to infer the lead quality of the caller. For most industries, the longer a conversation lasts, the more likely it is to be a good lead. So understanding how many calls from each channel lasted over a certain duration can help you make a rough estimate of the channels driving the most good sales calls.

## 2. Call Recordings

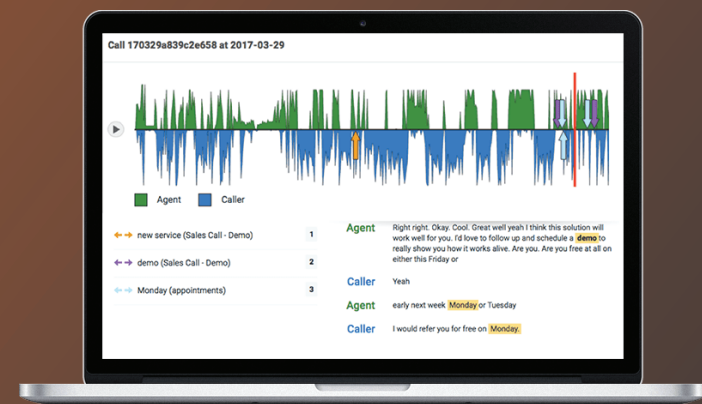
Having access to recordings of actual conversations is a far more accurate way for marketers to understand what happened on calls. The problem with recordings is that deriving insights from them is a slow, manual, and extremely time-consuming process. Many businesses generate thousands of minutes of calls a month, and they don't have the time or resources to dedicate to listening to them.

### 3. Call Transcriptions with Keyword Spotting

Call transcriptions paired with keyword spotting technology can begin to automate the analysis of what happens on calls to your locations or agents. Keyword spotting analyzes transcriptions to pinpoint conversations where words you designate as important — “appointment,” “pricing,” or “wrong number,” for example — are spoken (or not) by the caller or by the agent, depending on what you want to learn. You can then view a list of all the calls and drill into specific ones and access the recordings and transcriptions for more insights.



*Have calls analyzed and tagged when specific words are spoken. Segment further by marketing source, date, location, and more.*



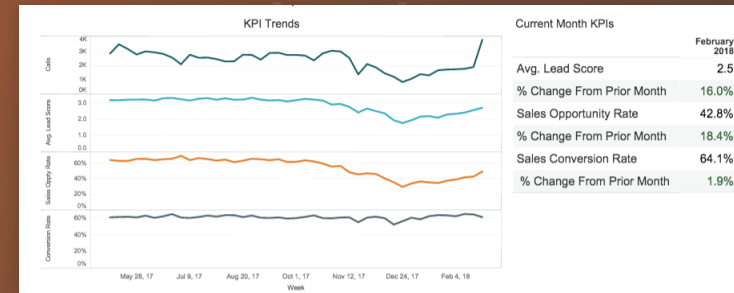
*Drill into any call to see where important were said for more context. Get insights from transcriptions and recordings in a manageable way.*



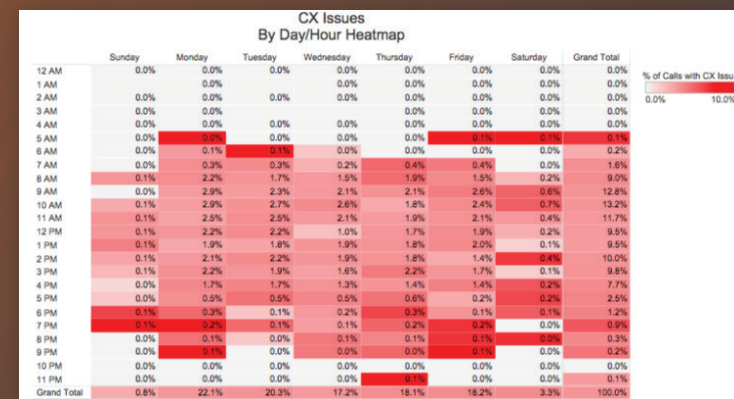
## 4. AI and Machine Learning

To truly automate the analysis of voice interactions at scale, marketers at business of all sizes use artificial intelligence (AI) and machine learning. AI analyzes the entire context of calls for you – from the marketing interaction that generated it to the conversation itself and its outcome – to classify interactions, detect new opportunities and issues, and uncover actionable insights that are otherwise impossible to obtain manually.

The insights are presented in easy-to-understand reports that show marketers the intent and sentiment of the caller, the quality of the lead, the outcome of the call, the reasons for that outcome, and much more. Businesses and agencies can use those insights to accurately measure marketing ROI, build better customer profiles, personalize experiences, optimize marketing and sales performance, and ultimately generate more customers and revenue.



*View a wide variety of easy-to-understand reports, including the lead score and conversions rates of calls generated by marketing to any location or agent.*



*Get previously unavailable insights into the calls your marketing sends to locations, franchisees, and agents. View at a glance which destinations get the highest-quality leads or experience the most CX issues and when.*



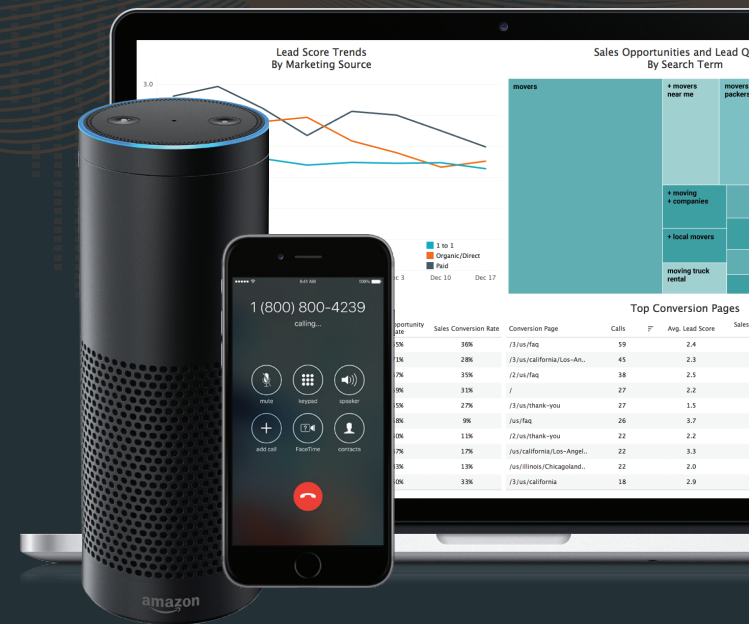
# DialogTech Is the World Leader in AI-Driven Conversation Insights

Powered by AI, DialogTech provides brands and agencies with deep, actionable insights from consumers' voice interactions. AI and machine learning algorithms classify conversations and measure purchasing intent, lead quality, caller sentiment, and call outcomes.

Insights are presented in easy-to-understand reports that brands and agencies can use right away to measure ROI, deliver more personalized experiences in real time, and optimize performance to acquire more customers at a lower cost. DialogTech also passes caller data into digital ad platforms, marketing tools, and CRM systems so businesses can use them to measure and optimize the entire customer journey — online and over the phone.

*DialogTech allows us to see what marketing efforts are driving the best leads and what best practices are being used to help close sales at the individual locations.*

— Bryan Huber, Global Vice President, Digital Marketing at Comfort Keepers



THE WORLD'S BEST BRANDS USE DIALOGTECH



# Next Steps

I hope you found this guide helpful as you consider analyzing voice interactions for insights to improve marketing performance and drive revenue. To stay on top of the latest news and best practices around call analytics and marketing optimization, visit the DialogTech website at **[dialogtech.com](https://dialogtech.com)**.

If you are interested in evaluating the DialogTech call analytics solution powered by AI, please call us at 866.912.8541 or schedule a call and a personal walkthrough of the platform at **[dialogtech.com/request-demo](https://dialogtech.com/request-demo)**.

## About DialogTech

DialogTech provides actionable marketing analytics for businesses that value inbound calls. Consistently recognized as the leader and pioneer in call analytics and optimization, DialogTech is the trusted solution for Fortune 500 brands, agencies, and fast-growing companies. Through AI-driven insights, omni-channel reports, seamless integrations, and world-class support, DialogTech delivers unprecedented intelligence on inbound calls marketers use to optimize ROI, drive revenue, and deliver more personalized customer experiences.

## Contact Us

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