The Digital Marketer's Playbook for Unanswered & Unconverted Calls

How Call Tracking and AI Can Help You Increase Answered Call Rates, Lower Wasted Ad Spend, and Convert More Callers to Customers

dialogtech

Unanswered and Unconverted Calls Are a Huge Marketing Problem — Take Action to Prevent Them

Your marketing team is running digital ad campaigns and optimizing your website content to drive phone leads to your locations, franchisees, and call centers, but are they answering and converting those calls?

Let's be honest. Driving a high volume of sales calls from search, social, display, and other digital marketing channels is only half the battle. Your ROI and impact on the business still depends on your locations' and agents' ability to answer these calls — and then convert them.

Unanswered and unconverted calls aren't just a cost of doing business. AI-powered call tracking and analytics solutions like DialogTech enable marketers to monitor how well your locations or call centers answer and convert callers. Then when issues occur, you have data and tools to diagnose the reasons behind them and take the best action to correct issues, thereby reducing unanswered calls, lowering wasted marketing spend, and increasing call conversion rates and revenue.

With data-driven insights from call tracking and analytics solutions, you can answer questions like:

- How many phone leads am I sending each location?
- Are certain locations repeatedly failing to convert good phone leads?
- Which locations are the best and worst at answering calls?
- What days and times do calls most commonly go unanswered?
- Which marketing channels drive the most valuable — and most unanswered — calls?

Ready to make sure that your locations and agents are answering and converting the valuable sales calls your digital marketing is driving to them? Read on and learn from the best practices, strategies, and sample reports on how to use AI-powered call tracking and analytics data to increase call conversion rates across your organization and boost ROI.

Almost 20% of calls to businesses go unanswered or to voicemail.

(Source: DialogTech)

These missed calls are not only wasted sales opportunities and marketing spend, but they can also drive business to your competitors.

Don't give away your valuable leads. Take action and increase your answered call rates.

Many Consumers Call As Part of the Customer Journey

For automotive, healthcare, home services, travel, financial services, insurance, and many other industries, phone calls to your business are the most valuable conversions from your digital marketing efforts. Consumers often call to ask questions, book appointments, place orders, and get help while researching online. As a marketer, if you don't understand how well your locations and agents are answering and converting the calls your efforts are driving, you will have a large and potentially costly blind spot in your analytics data that is almost certainly impacting marketing performance.

70%
of appointments for **appliance repair** are from inbound calls
(DialogTech)

69%
of consumers schedule **auto service** appointments by calling
(Cox Automotive)

25%
of **auto shoppers** first contact the dealer by calling
(Kelley Blue Book)

21%
of consumers call a **bank** after researching online
(Google)

64%
of consumers say they called the **cable TV** provider after a search
(LSA)

80%
of **dental** patients book their first appointment over the phone
(DialogTech)

76%
of consumers say they called **employment agencies** after a search
(LSA)

88%
of **healthcare** appointments come in over the phone
(Sequence)

72%
of **insurance** shoppers buy offline by talking to a call center or local agent
(J.D. Power)

64%
of consumers say they called the **internet** provider after a search
(LSA)

66%
of people contact prospective **lawyers** by phone
(FindLaw)

45%
of consumers call when researching or buying **mortgages**
(Bain & Company)

76%
of **pest control** shoppers say they called after searching online
(LSA)

80%
of appointments for **plumbing** are from inbound calls
(DialogTech)

60%
of **real estate** shoppers say they called after searching online
(LSA)

84%
of **roof repair** shoppers say they called after searching online
(LSA)

70%
of sales leads to **senior care** providers come in over the phone
(DialogTech)

60%
of tours at **senior living** communities are from inbound calls
(NextWave Care)

75%
of leads for **test prep & tutoring** appointments are inbound calls
(DialogTech)

Don't Settle for Blind Spots in Your Customer Journey Analytics

With the right data on calls to your business, you can detect if you aren't driving enough phone leads from digital marketing, if your locations, franchisees, or agents aren't answering calls, and if they aren't converting good phone leads to customers.

Then, marketers can dig into AI-powered call tracking and analytics reports to correctly diagnose the reasons behind these issues and take action to resolve them.

Knowledge is power. Here are some reports on calls that digital marketers can use to prove their value and detect issues that lead to unanswered and unconverted calls.

Detect Issues With Locations Answering and Converting Calls

Your locations, franchisees, and sales teams expect you to deliver a steady stream of phone leads — and they often complain that the marketing team isn't sending enough. **Without your own data, marketers have to take their word for it.**

And even if you don't get those complaints, your marketing ROI depends on their call handling performance. That's why having data that helps you understand how well each location, franchisee, or call center agent answers and converts calls is key.

With a call handling scorecard report from DialogTech, you can see:

- The volume of total calls to each location
- The volume and percentage of those calls that are sales leads
- The volume and percentage of sales lead calls that converted on the call
- How many calls each location missed
- How many calls went to voicemail
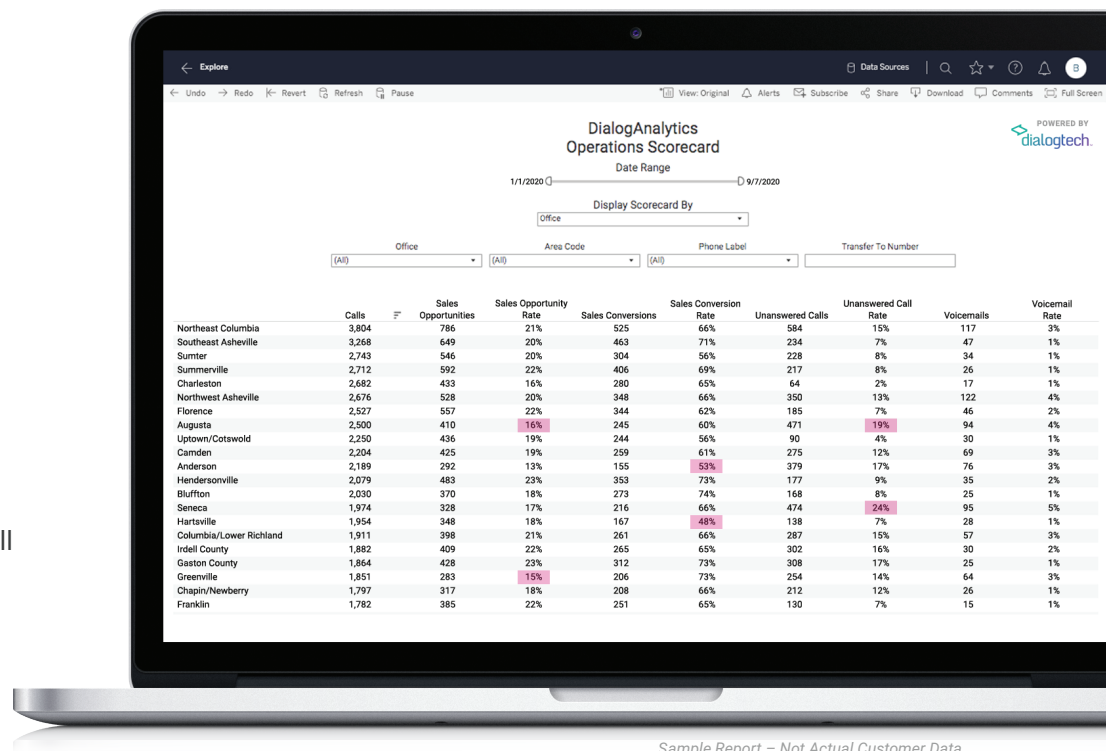
Sample Report – Not Actual Customer Data

⊘ **TAKE ACTION**

Marketers can leverage this report to prove the volume of phone leads and conversions they are driving to each location. Plus, this report is a jumping-off point — marketers can detect call handling issues at specific locations here and then use other reports (read on!) to further investigate and diagnose the cause of these problems to correct them.

Discover how Sylvan Learning makes optimizations based on what's happening on the calls they send to their 750 locations →

View Unanswered Calls by Day and Time for Each Location

Now that you have a view into how locations are answering and converting calls, it's time to dive deeper. If you see a location that has an issue with answering calls, look at the days and times when calls are coming in and unanswered calls are occurring at that location.

Your unanswered calls might be happening at regular, predictable times — but without collecting the right data on unanswered calls, these patterns can go unnoticed, especially by marketers.

That's dangerous, since you might be paying to run ads for times when locations are closed (or in the process of opening or closing) or when call centers aren't staffed to effectively handle the resulting call volume. This wastes marketers' budgets and costs you customers, as the valuable calls your campaigns drive go unanswered.

By digging into the volumes of calls you are sending each location and when unanswered calls occur, you can make recommendations and adjust strategy based on when the missed calls are happening.

Sample Report – Not Actual Customer Data

⊘ **TAKE ACTION**

- If missed calls are happening when a location is closed, you could stop running ads sending them calls during closed times.

- If missed calls are happening when a location is open, look at the volume of calls you are driving at those times. Are you sending them more than they can handle? If so, pull back on spend during those times. But if not, you can work with location managers or franchisee owners to ensure the location is properly staffed and makes answering a priority.

- You can also use DialogTech to reroute calls from a location missing calls to a call center (if you have one), a different location, or to an IVR to help assist callers.

⊙ **RevLocal®**

Discover how agency RevLocal uses these insights to ensure calls from its marketing campaigns are being answered during business hours →

Sort Unanswered Calls by Marketing Source

Analyzing missed calls by day and time isn't the only way you can diagnose issues. You should also dig into how your marketing sources are performing.

After all, you may be driving high call volumes from your marketing channels, but are those calls getting answered? Are certain channels tied to more missed calls? **Without the right data, it can be difficult to identify these patterns and make optimizations.**

With this DialogTech report on call volumes and conversions by source, you can see:

- The volume of total calls from each marketing source
- The volume and percentage of those calls that are sales leads and that converted
- The volume of unanswered calls each marketing source drives

KPIs By Marketing Source

	Number of Calls	Avg. Lead Score	Appointment Opportunities	% Appointment Opportunities	Appointment Conversions	% Appointment Conversions	Unanswered Calls	% Unanswered Calls
Grand Total	147,368	1.5	29,779	16%	16,548	52%	23,076	13%
Google PPC	58,859	2.0	13,711	23%	7,607	55%	9,639	16%
Google Organic	32,084	2.0	7,290	23%	4,297	59%	5,155	16%
Google My Business	14,626	1.6	2,507	17%	1,397	56%	2,238	15%
Display	12,480	0.8	1,160	9%	434	37%	2,497	20%
Direct	5,543	2.0	1,217	22%	646	53%	908	16%
Facebook Paid	4,710	0.7	360	8%	196	54%	155	3%
Email Blast	3,886	1.9	849	22%	466	55%	615	16%
Google Call Extensions	3,752	2.1	899	24%	511	57%	530	14%
Bing PPC	3,254	2.4	874	27%	512	59%	421	13%
Direct Mail Campaign	2,256	1.7	428	19%	221	52%	360	16%
LinkedIn Paid	1,790	0.2	28	2%	1	4%	310	17%
Bing Organic	1,593	1.7	311	20%	167	54%	187	12%
Yahoo Organic	1,448	0.6	79	5%	47	59%	30	2%
Yahoo Paid	1,087	0.6	66	6%	46	70%	31	3%

Sample Report – Not Actual Customer Data

⊘ TAKE ACTION

- Determine if certain sources drive a high volume of calls but a low volume of phone leads and make adjustments to those campaigns to reduce the volume of non-sales calls.
- Identify the sources with higher unanswered call rates and determine why this is. For instance, are certain paid media campaigns running after business hours or driving calls at times when locations are understaffed? If so, you could adjust your ad schedule so you only run ads during certain hours.
- Identify if you have a high number of unanswered calls from organic media that you can't pause, like Google My Business listings or SEO. If that's the case, you could look at using an IVR to automatically assist and route callers, or send them to locations that are open if that is an option.
- If one source of calls drives most of your conversions, you can use DialogTech to prioritize those calls so they are always answered first, reducing the risk that they hang up after being on hold too long.

GE APPLIANCES

Discover how GE Appliances used insights on unanswered calls by marketing source to increase sales leads by 30% →

Use Call Recordings and Transcriptions to Diagnose Why Good Leads Aren't Converting

So you're driving calls to your agents and locations and they're answering these calls. But are your agents and locations failing to convert good phone leads to sales opportunities, appointments, or customers?

You can use call recordings and transcriptions to diagnose why quality leads aren't converting and unlock insights into how underperforming locations and agents are handling calls to understand what's going wrong.

You can also use recordings and transcriptions as a coaching tool for your agents to ensure they're equipped to convert the phone leads you're bringing them.

Sample Report – Not Actual Customer Data
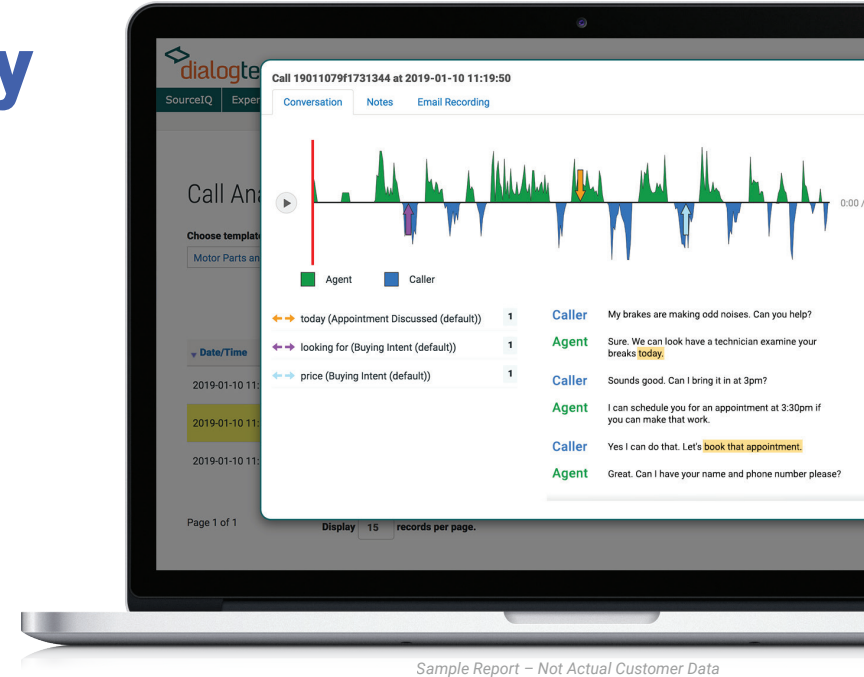
⊘ TAKE ACTION

- Analyze recordings and transcriptions for struggling locations to identify common issues. Are they not following approved scripts or mentioning promos? Are they forgetting to ask the caller to schedule an appointment or request a quote? Are they not expressing empathy? Once you pinpoint the issue, you can use the recordings and transcriptions as coaching tools to improve performance.

- You can also view transcriptions of calls from high-performing locations to identify best practices. Are they using certain key phrases or language? You can then democratize these best practices across your organization to increase conversion rates everywhere.

- You can see the reasons why consumers are calling and the questions they ask. This can help you see why they aren't just converting online. If you answer those common questions on your website, you might prevent the consumer from calling you in the first place and reduce call volumes at your locations.

F1ST ***1ST FAMILY DENTAL***

Discover how 1st Family Dental used call transcriptions and recordings to diagnose issues and convert 42% more callers to new patient appointments →

How a Multi-Location Auto Service Provider Recaptures $6 Million a Month from Unanswered Calls

Challenge

- For a national auto service and tire provider with over 1,200 locations, phone calls are the most popular way customers book appointments.

- The provider's marketing team runs a wide variety of online and offline campaigns to generate appointment calls to locations, but had no visibility into their effectiveness. Locations have single phone lines with no call waiting and no voicemail, so unanswered calls are a challenge.

Solution & Results

Phase 1: Call Tracking

- To first gain marketing attribution for phone calls, the provider turned to DialogTech's call tracking to measure how their marketing channels, campaigns, ads, search keywords, webpages, and other sources drive calls to each of their locations.

- DialogTech now attributes nearly 8 million calls a year driven by the auto service and tire provider's marketing. They activate that call data across their martech stack so they can optimize for what drives the most engagement — online and over the phone.

Phase 2: AI-Driven Conversation Analytics

- The provider uses DialogTech's AI to analyze phone conversations and call experiences at scale. DialogTech created daily dashboard reports to assess the answer rate for every location.

- These reports compared poor-performing locations to locations that were performing well. This gave district managers the ability to evaluate the differences between these locations and determine how to improve performance.

- Over the course of 15 months, DialogTech helped the business see a 33% reduction in unanswered calls across locations, which is estimated to drive an additional $6 million in revenue each month.

33%
reduction in unanswered calls across locations

$6 million
estimated additional increase in revenue each month

Next Steps

Getting the right analytics on call answer and conversion rates is key to helping marketers measure performance and drive better results. Call tracking solutions like DialogTech can provide that data. If you are interested in learning more about call tracking, you can visit **dialogtech.com** to access more information, best practices, and success stories. You can also **request a demo** of DialogTech to get a personalized tour of our call tracking and analytics platform.

About DialogTech

Powered by AI, DialogTech provides the leading call tracking and analytics platform for marketers and agencies. When consumers call, DialogTech connects those callers with the best agent or location to convert them and turns those calls and conversations into actionable insights to accurately measure marketing ROI, increase sales conversions, and deliver personalized experiences to increase customer acquisition and revenue. Recognized as the leader and pioneer in call analytics, DialogTech's PCI DSS-compliant and HIPAA-compliant solution is trusted by businesses and agencies of all sizes.