



TURNING CALLS INTO CONVERSIONS:



FIVE STEPS
MARKETERS
NEED TO TAKE



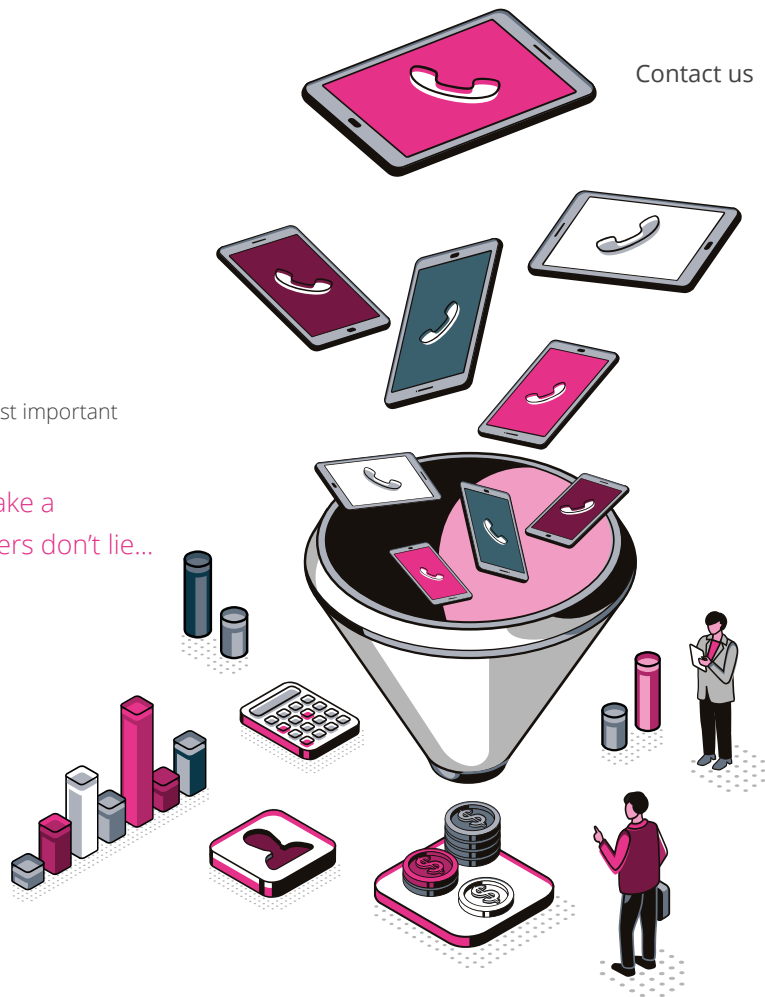
"HELLO..." THIS MOMENT MATTERS

It's often followed by someone wanting to view a home, test drive a car, change their insurance, arrange an appointment, discuss care for a relative, ask for help, tell you what they think, or book the holiday of a lifetime.

At that moment, you are the most important brand in the world to them.

It's a chance for you to make a difference, and the numbers don't lie...

Contact us >



3

2/3

Almost $\frac{2}{3}$ of online buyers want to have the option of calling at purchase phase. (Google)

\$60_b

So it's no surprise that \$60 billion is spent in the US alone on generating calls. (BIA Kelsey)

\$1trillion

\$1trillion was expected to be generated from smartphone calls in 2020. (BIA Kelsey)

This handbook will take you through some ideas to give you a bigger slice of that trillion-dollar pie.



VITAL CHAT: WHY DO PEOPLE CALL YOU?

There are many reasons why a customer will want to call you, and understanding these will help you understand the steps to take to get more out of them

We asked this question to a round-table of clients, agencies, and partners at one of our recent Success events. Here's a selection of answers on why people call them:

- Have a large purchase to make
- Want an order customised, upgraded, or tailored
- Human-to-human contact
- Reassurance and clarity
- Need an immediate resolution
- Desire for expertise and advice

Whatever the reason, here are some ways brands can make those calls continue to boost the bottom line.

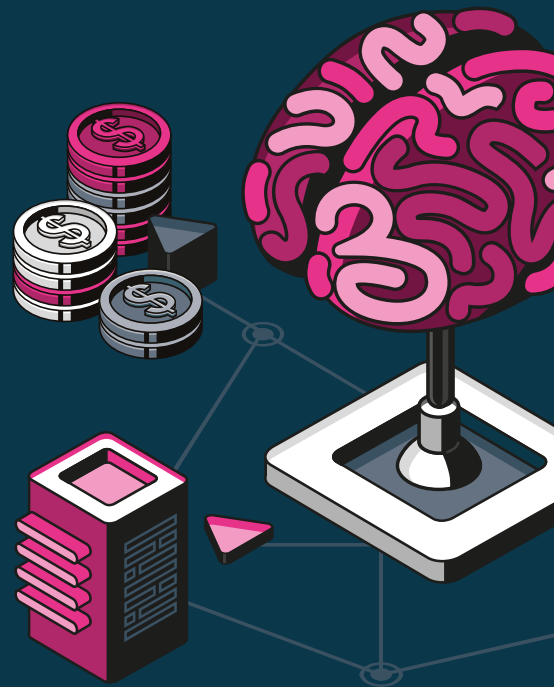
 **Infinity**
Success
meetups

1. PPC AND AI: TURNING MACHINE LEARNING INTO MACHINE EARNING

Machine learning and AI are not just marketing buzzwords, they allow us to execute tasks, processes, and improvements far faster than we could do manually. They help us produce better results and free people up to do more creative or complex tasks.

PPC is no exception, and if you aren't looking at ways to do this it's time to start. By linking outcomes to your bidding platforms, and having them automatically adjust accordingly you can see benefits such as:

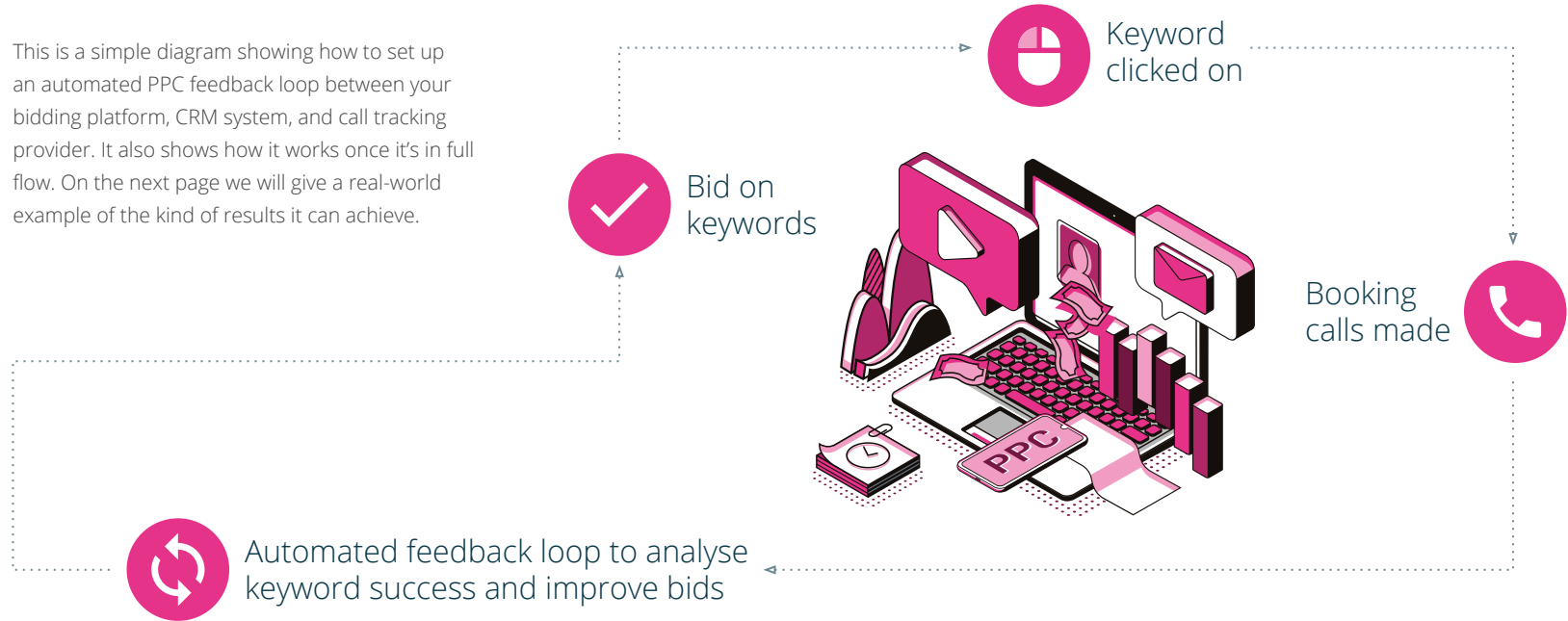
- More efficient conversions
- Less budget wasted on clicks and calls that don't lead to profitable outcomes
- Lower cost-per-acquisition
- Freeing up staff for other tasks



6

ACT: MAKE YOUR PPC DO THE WORK

This is a simple diagram showing how to set up an automated PPC feedback loop between your bidding platform, CRM system, and call tracking provider. It also shows how it works once it's in full flow. On the next page we will give a real-world example of the kind of results it can achieve.



7



THEY DID IT
AND GOT THE FOLLOWING RESULTS

32%

cost-per-booking
reduction

62.5%

increase in
conversion rate
of visits to calls

174%

year-on-year uplift
in PPC bookings

2. THE PHONE AGENT WHO KNEW TOO MUCH...

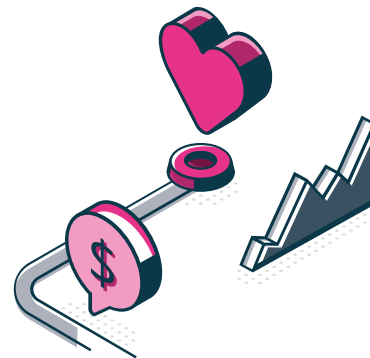
...doesn't exist. The better you understand a caller's journey, history with your company, and likely interests the better you can serve them.

How so? Well for a start, nobody likes to repeat themselves repeat themselves.

According to research by RingCentral, 88% of callers hate giving information over the phone that they have already given on another channel.

Why should you care?

Well for a start, it wastes your phone agent's time. But on top of that, RingCentral found that 41% of callers had stopped being a customer after having to repeat themselves too many times.



So if you don't link up your customer journeys and existing relationships for your customers, they are more likely to leave...



ACT: INFORMED PHONE AGENTS

Of course, having all of this knowledge is no good if the information isn't gathered and delivered to the phone agent efficiently. They won't be able to provide the best service if their screen is crammed with windows.

So you need to be selective, and we recommend experimenting with what works best for you on a small scale before rolling out your more successful initiatives. Let's take a quick look at one brand who did that...

2. The phone agent who knew too much...

Ontrack

Wanted to improve
operational efficiency
across the business

Connected visit data
to calls, selectively displayed
insights, and filled
CRM forms immediately.

UK trial increased
their conversion rate
on calls by 4%.

Now expanded use of
Infinity from the UK to over
25 other markets.

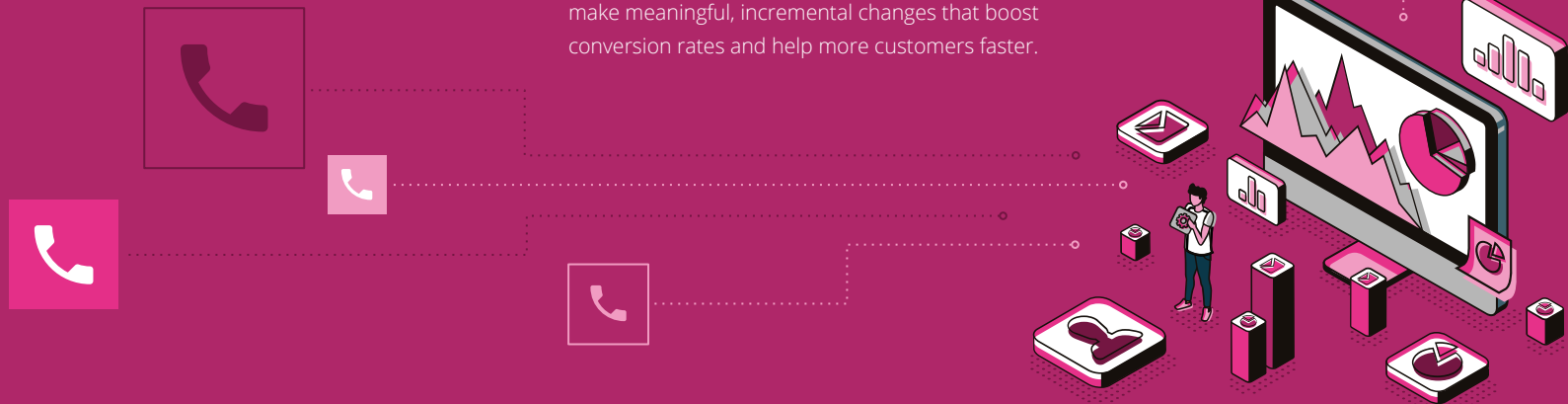
3. AUTOMATING THE WHO AND WHY

Can you identify what someone is calling you about?
Of course.

Can you identify what one million people are calling about? There's a challenge.

Understanding where different types of calls are coming from will empower you to channel more of what you want, less of what you don't, and pick out many nuances across different segments of your audience.

Brands who are able to do this at scale can make smart changes to their customer journey that will make meaningful, incremental changes that boost conversion rates and help more customers faster.



Turning calls into conversions: Five steps marketers need to take



SALES OR SUPPORT? KNOWING MATTERS

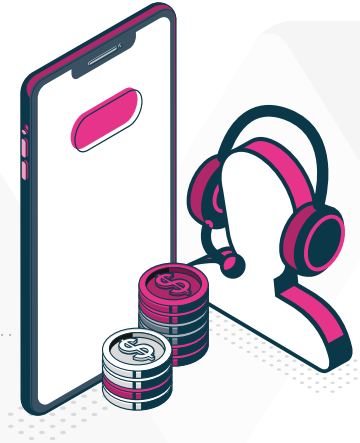
Both types of calls need your attention, but most businesses would generally prefer to receive one more than the other.

Sales calls

- New customers/orders
- More of these = More revenue
- Where are they coming from?
- How can you get more?

Support calls

- Rarely generates more revenue
- But customer must be kept happy
- Sometimes a call is needed...
- Can your website help?
- Is your journey easy to follow?



13

Of course, you could always have an IVR to separate them but that's not always the best experience for a caller. So how else could you identify them at scale?



Conversation analytics

British Gas used Infinity's Conversation Analytics suite to score calls based on the likelihood of them being a sales enquiry or a support request. They managed to achieve an automated accuracy of over 95%. This insight helps to:

- Test their website
- Optimise channels
- Understand the customer journey
- Deliver a better experience
- Provide a more efficient service



4. THE HEAR AND NOW

Big events sometimes need a big response.

Callers will tell you a lot during periods of immediate change, and there will be lessons to learn from those calls.

Every conversation you have is packed with insight. The brands who can unpack that insight and act on it the quickest will be the ones with the flexibility to weather any storm or ride the crest of any wave.

This is even more important during challenging times, where a strong understanding of a situation will help you rebound quicker, mitigate damage, and get yourself a solid footing.



Turning calls into conversions: Five steps marketers need to take



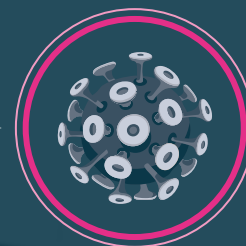
ACT: THE QUICKER YOU FIND A PROBLEM, THE QUICKER YOU FIND A SOLUTION

The Coronavirus sent shockwaves through the travel industry, with many flights grounded, borders closed, and trips postponed.

This has led one of Infinity's clients to use Conversation Analytics to identify all calls mentioning 'Coronavirus' and related terms. This helps them to:

- Understand what communications are being received, and adjust tactics in response.
- Identify calls to be used for training and improving wording during sensitive conversations.
- Segment who is cancelling a trip, but is likely to want to rebook it in future.
- Identify who is postponing a trip and may be interested in add-ons to make up for the lost time.

By swiftly gaining the insight from these calls, they are in a far more favourable position to maintain a strong relationship with travellers, and pick up business once normality begins to resume.



5. EMBRACE BEHAVIOURAL SCIENCE

According to Gartner, by 2022 there will be a full-time behavioural scientist in 25% of marketing teams. They will study people in their natural environments, and there is no reason this won't be able to include phone calls and other conversations people have with you.

These are specialised Masters/PhD level skills, so will not be something you can train in an afternoon. Some of the benefits they will bring include:

- An improved experience for customers
- More nuanced training for phone staff
- Better engagement outcomes with customers
- Effective scripts for contact centre workers

This change has already begun in some places. The Cowry Consulting Group have reported one financial services brand who have used behavioural science to alter their call scripts and reduced average handling time by 15%, representing a £16:1 ROI.¹



Turning calls into conversions: Five steps marketers need to take



ACT: GETTING BEHAVIOURALLY SCIENTIFIC

As many don't yet have behavioural scientists on staff, you may think that this is something to be tackled at a later date. But you can start acting now to see the benefits sooner.

When they do join your team, they will be able to get results quickly if you have done some preparation with your existing conversations, such as:

- Catalogued calls based on specific keywords
- Maintained recordings based on outcomes
- Kept a clear view of the customer journey that led to each of these

The first two tasks can be done manually, but become challenging at scale. Conversation Analytics will play a big role in automating this work if you have a higher volume of calls.



Conversation analytics

WHAT NEXT?

We have now covered some key ways to generate more revenue and better results from your calls, but everyone's challenges are different. We'd like to hear about how we can help you overcome yours.

Turning calls into conversions: Five steps marketers need to take



THESE CUSTOMERS ALREADY TRUST INFINITY... WHY NOT JOIN THEM



WHATEVER YOU NEED START A CONVERSATION WITH US TODAY

 0808 239 8656

Contact us



REFERENCES

Embrace behavioural science (page 16 - 17)

[1 <https://www.cowryconsulting.com/newsandviews/behavioural-economics-driving-efficiencies-in-contact-centres>](https://www.cowryconsulting.com/newsandviews/behavioural-economics-driving-efficiencies-in-contact-centres)

