



THE DEMAND FOR INTERACTION

NOVEL INBOUND CALL AND
MARKETING CAMPAIGN DATA

A Insightful Collection Of
Call Data Presented By



RingPartner

As consumers of every generation are increasingly bombarded with digital communications, it remains incredibly necessary that brands embrace the power of **human interactions**. RingPartner analyzed hundreds of thousands of calls every month to understand how today's buyers want to engage with brands over the phone. As a result, they discerned how various industries fared during 2016 and beyond based on the volume, nature and success of calls placed to businesses.

Data and Demographics

This data was generated across hundreds of thousands of consumer calls to diverse business sectors each and every month. Data analysis took place across North America



1 Call times are up by 113% from 2016 to 2017.

In a digitized world, people still want to reach out and touch someone for answers to their questions about potential purchases.

So far in 2017, consumers have spent an average of 113% more time on the phone learning about products and services than they did in 2016. This indicates that customers of every type are actively increasing their offline interactions with brands even as digital usage continues to rise.

KEY STATS

Average Call Time in January 2016
= 119 seconds

Average Call Time in January 2017
= 254 seconds

Increase in 2016 to 2017 Call Times
= 113%

2 Call times depend greatly on the topic of interest.

Consumers will spend far more time speaking to a business that can help them get out of trouble or into a relationship than they will spend discussing some of their health problems.

During 2016, people spent an average of 242 seconds speaking to criminal defense organizations. This is about 4 times longer than their conversations with tax preparers or eye care providers. But all these call times pale in comparison to the whopping 766 seconds spent on the phone with dating services. Last year, callers were clearly looking to start new relationships... and stay out of jail.

KEY STATS

Average Call Time with Criminal
Defense Organizations in 2016
= 242 seconds

Average Call Time with Tax Preparers
in 2016 = 53 seconds

Average Call Time with Eye Care
Providers in 2016 = 61 seconds

Average Call Time with Dating
Services in 2016 = 766 seconds

Top Overall Service Industry Call
Times = Dating, Legal, Insurance and
Home Repairs



3 Call lengths and conversion rates fluctuate based on season with the largest changes occurring between winter and spring.

People are willing to chat with businesses longer, and these calls are more likely to close, depending on the season.

In 2016, the largest average increase in call times across service industries took place between Q1 and Q2. This is also when the largest increase in average conversion rates occurred. This may mean it isn't the holidays that drive the greatest call volume and related sales numbers but rather the warmer weather as spring turns to summer.

KEY STATS

Average Call Time During Q1 in 2016 = 107 seconds

Average Call Time During Q2 in 2016 = 162 seconds

Percent Increase from Q1 to Q2 = 51%

Average Conversion Rate Increase from Q1 to Q2 Across Industries = +5%

4 Some industries are better at turning prospects into leads.

Certain business categories stand to learn a few things from other sectors that generally have more success at converting prospects into callers.

Real estate had the highest conversion rates during each quarter of 2016, averaging between 73% and 84%. Home service calls enjoyed respectable, but comparatively smaller, conversion rates throughout the year such as 39% for window installations in Q1 and 45% for roofing during Q2. Lawyers had impressive numbers throughout the year but saw quite a jump between Q1 and Q4 which indicates that as the year ends, people need their attorneys.

KEY STATS

Average Conversion Rate for Housing During 2016 = 79%

Average Conversion Rate for Window Installations During Q1 in 2016 = 39%

Average Conversion Rate for Roofing During Q2 in 2016 = 45%

Average Conversion Rate for Legal During Q1 in 2016 = 54%

Average Conversion Rate for Legal During Q4 in 2016 = 65%



5 Additional Performance Marketing Data

TOP 3 Industries with Most Conversions in 2016

General Legal	58%
Doctors	42%
Student Loans	35%

TOP 3 Industries with Most Conversions in 2017

Real Estate Lawyer	55%
Life Insurance	51%
Bankruptcy Lawyer	51%

Sectors with Largest Jumps in Call Durations and Conversions between 2016 and 2017

2016 Student Loan Debt Relief	229 seconds	34%
2017 Student Loan Debt Relief	332 seconds	40%

Calls lasted 1.5 times longer between 2016 and 2017, while the conversion rate increased by 6%.

Insight: Interest in student debt relief is increasing.

2016 Appliance Repair	69 seconds	23%
2017 Appliance Repair	388 seconds	46%

Calls lasted 5.6 times longer between 2016 and 2017, while the conversion rate jumped 22%.

Insight: 2017 has been a rough year for broken appliances.

6 Consumer Insights

Breaking Up is Hard to Do: Divorce inquiries rise between 2016 and 2017

There's been an increase in the time spent seeking and speaking to divorce attorneys:

2016	Average Call Time with Divorce Lawyers = 87 seconds	2017	Average Call Time with Divorce Lawyers = 122 seconds
	Average Conversion Rate for Divorce Lawyers = 23%		Average Conversion Rate for Divorce Lawyers = 43%

Insight: An increase in divorce seeking and speaking mean more people are considering calling it off in 2017.

Summer is the season of Love: Dating services hit their peak during Q3 of 2016

Dating services experience the longest call times and highest conversation rates in Q3 with a 10% increase compared to all others:

Average Call Time = 766 seconds Average Conversion Rates = 77%

Insight: Forget spring flings, summer loving wins the race for daters.

Spring Cleaning Heats Up: Summer cleaning is nearly as popular

Calls and conversion rates for junk removal services stay steady throughout the warmer months, as Q2 and Q3 both have greater than 10% increases in conversion compared to Q1 and Q2:

Q2	Average Call Time with Junk Removers During Q2 in 2016 = 173 seconds	Q3	Average Call Time with Junk Removers During Q3 in 2016 = 139 seconds
	Average Conversion Rate for Junk Removers During Q2 in 2016= 58%		Average Conversion Rate for Junk Removers During Q3 in 2016= 50%

Insight: "Spring Cleaning" isn't just for spring anymore. People still have plenty of junk to get rid of all summer.

CREATED BY



RingPartner

www.RingPartner.com

email: info@RingPartner.com

[@RingPartner](#)

Please contact us for further information
or requests for additional stats.