Summary

KEY FINDINGS

50%

Calls convert twice as many prospects compared to clicks or using forms

65%
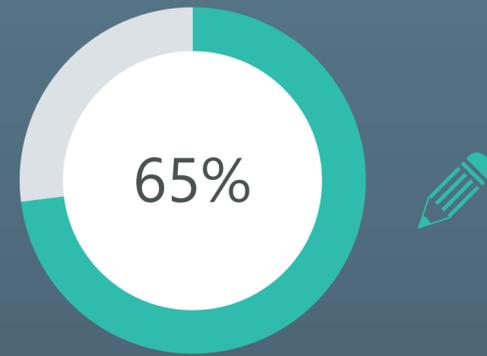
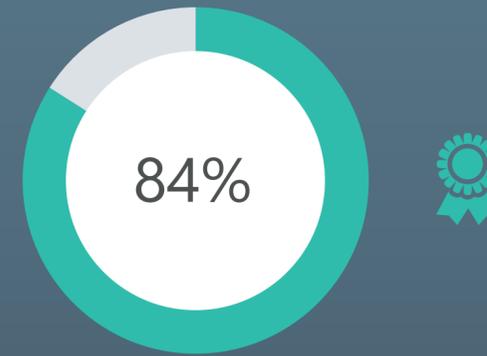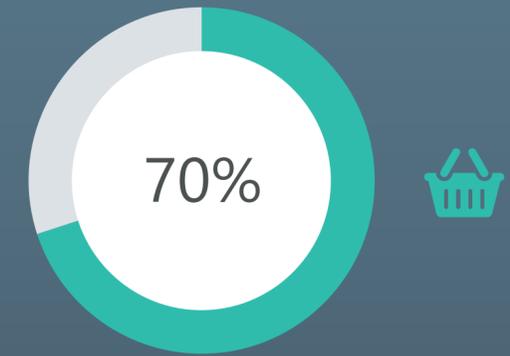Web visitors prefer using the phone than filling in forms

84%

Satisfied web visitors from using call back solutions

70%

Calls that convert to sales

79% Voice remains the preferred communication channel among web visitors. It's considered to be the most reassuring, simple and effective means of getting the answer they are looking for

KEY FINDINGS

Insurance

44 %   Insurance quotes finalised over the phone

Finance

66 %   Web visitors that prefer to call a bank before opening an account

Travel

35 %   Hotel reservations completed over the phone

High-tech

62 %   Web visitors who want to be assisted by a call agent when buying online

Health

56 %   Patients that book their appointments over the phone

Automotive

25 %   Buyers who call a car dealer before deciding whether to purchase or not

KEY FINDINGS

65% of interviewed decision makers confirm that incoming calls are an excellent lead generator
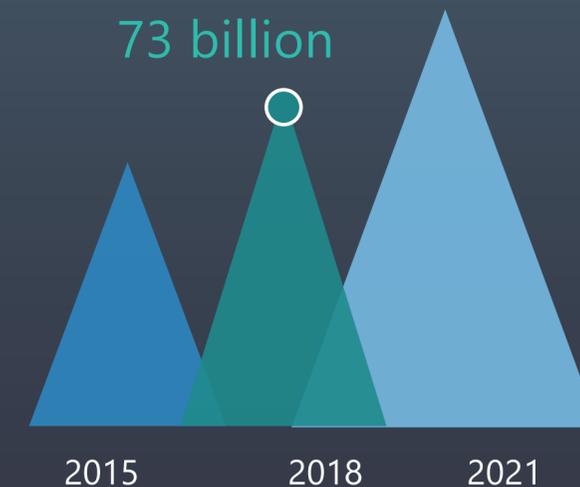
56% of marketing decision makers cannot identify where their leads are coming from

40% of websites don't include their phone details on their home page or landing pages

73 billion

Mobile search will generate 73 billion calls in 2018

2015   2018   2021

Sources:
Forrester 2017: Phone Calls Are the Most Valuable Lead
BVA – Customer Service Study 2017
WannaSpeak 2016 - Client survey
Google Study 2013 – The Role of Click to Call and the Path to Purchase

INSTANT CALL BACK

Humanise the customer experience

Acquire new customers

Increase average order value

Generate new contacts

Reduce dropout rates

BENEFITS

CASE STUDIES

INSTANT CALL BACK

DIRECT-ENERGIE

AUDI

HUMANIS

CASE STUDY AND TESTIMONIAL

INSTANT CALL BACK

OBJECTIVE

- Increase conversion rates

- Maintain very high customer service standards

- Reduce shopping cart abandonment rates

- Include calls as part of key measurable stats

MEANS

- Displaying click to call buttons at key moments in the buying journey

- Booking appointments outside of call centre hours

- Synchronising calls with Criteo and Google analytics

RESULTS

- Increased new leads by 30%

- Enhanced ROI

- Boosted average order value

The instant call back buttons allowed us to optimise the conversion funnel and provide us with invaluable data on our customers buyer journey

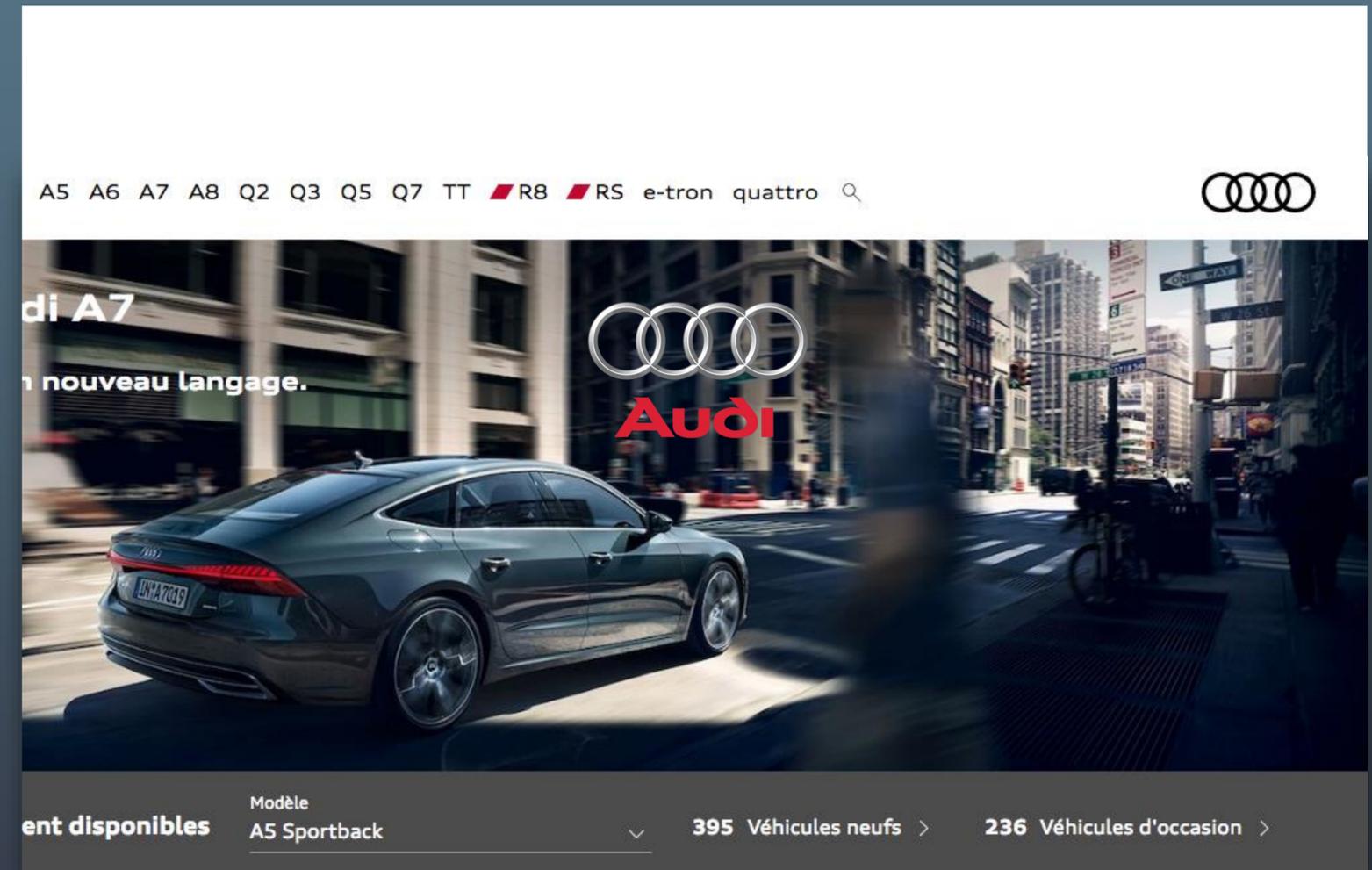Stéphanie Chaplain, Digital Acquisition Manager

CASE STUDY

OBJECTIVE

- Generate demand for on premise appointments via the call centre

- Optimise inbound call flows

- Offer an easy-to-navigate experience for buyers

MEANS

- Using our behavioral targeting engine

- Integrating instant call back buttons

RESULTS

- Obtained 20% more leads

- Optimised buyers journey

- Reduced abandonment rates by 15%

CASE STUDY AND TESTIMONIAL

OBJECTIVE

- Humanise the customer experience

- Understand how important calls are as part of the conversion funnel

- Optimise the customer journey

MEANS

- Displaying instant call back buttons on the quote page

- Using A/B testing

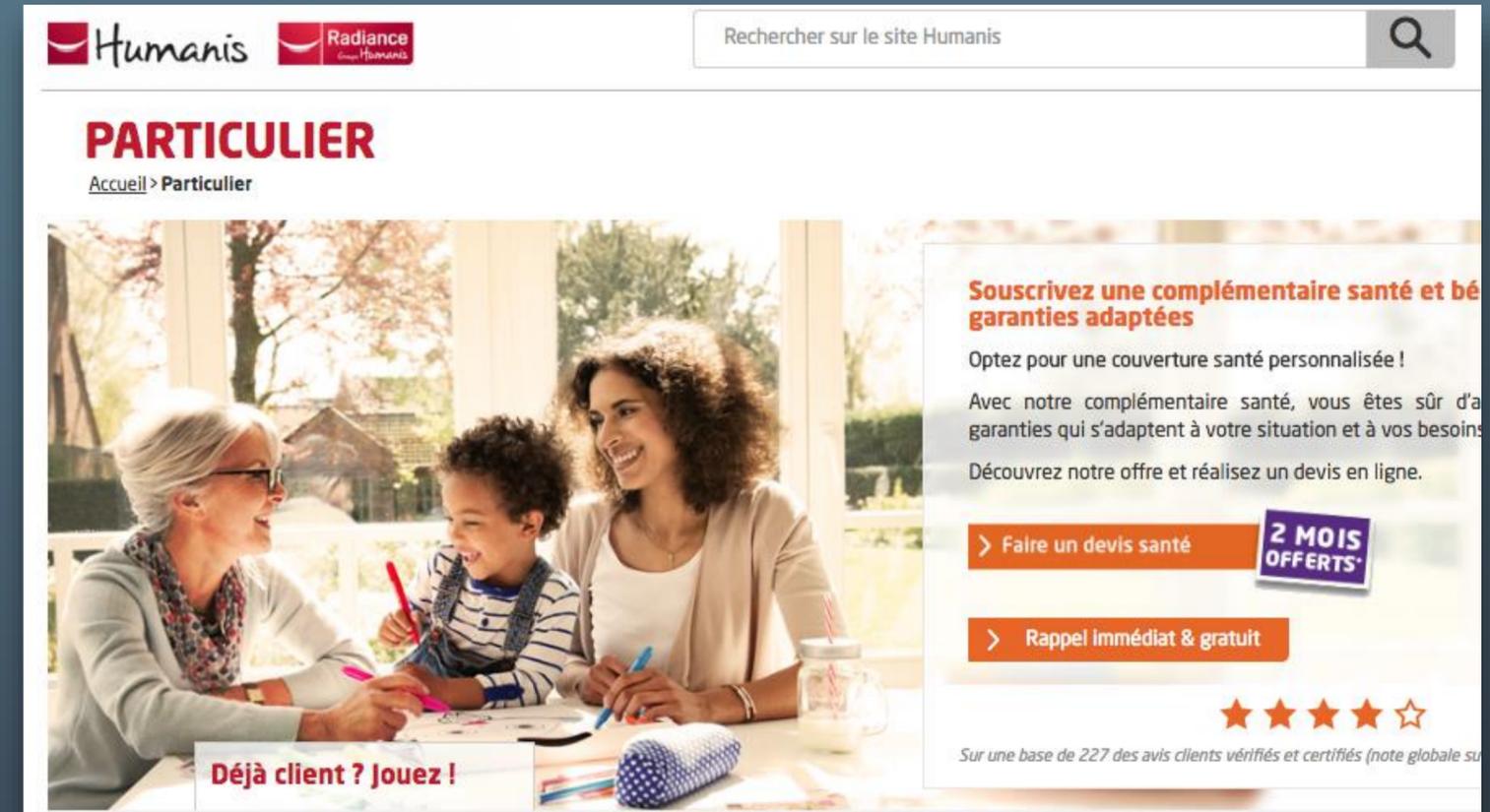## RESULTS

- Generated 12% additional leads

- Reduced abandonment rates substantially

- Increased average conversion rate

Instant call back is a vital component of our online customer journey as it allows our customers to be reassured every step of the way. Our customers can therefore get in touch with us at any moment to finalise their purchases.

Sarah Asselin, Digital Performance Manager

CONCLUSION

With the increased proliferation of smartphones and social media over the last few years, the touch points between brands, products and consumers have multiplied. Internet users like to share their views and opinions about services or chat with other members of the same community but when it comes to actually purchasing a product or service or finalising a quote online, **79% revert to using their phones**.

Marketing Directors are realising that incoming calls represent **a key lead generator** for their businesses and it is therefore vital to integrate this channel as part of their omni-channel strategy.

In addition, call stats include invaluable information on your customers and prospects where are they coming from, what are their incentives, which channel did they use to get to you ...

The solutions which we offer have two main objectives: **acquire new customers** and **allocate your marketing budget efficiently**. By integrating our solutions with the most reputable analytics tools and CRM systems, you're able to get a 360 degree view of your customers profiles.

Google Analytics   Google AdWords   HubSpot   salesforce   criteo

CONTACT DETAILS

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