

INSTANT CALL BACK



CALL TRACKING

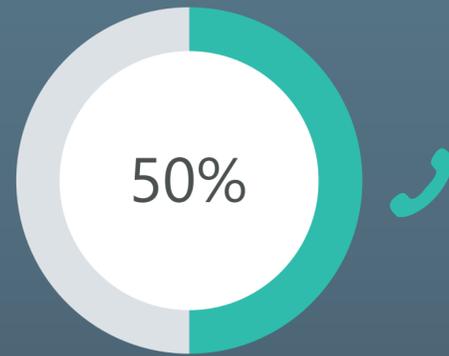
KEY FINDINGS - BENEFITS - CASE STUDIES



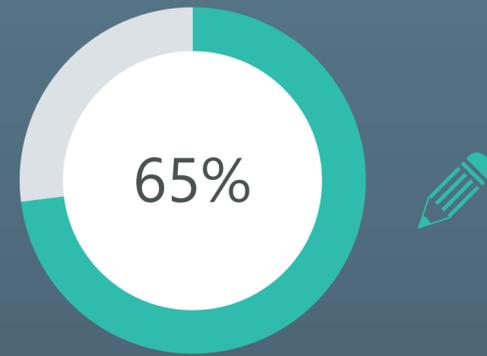
SUMMARY

- Key Figures
- Benefits of Instant Call back
- Case Studies: Direct-Energie / Audi / Humanis
- Conclusion

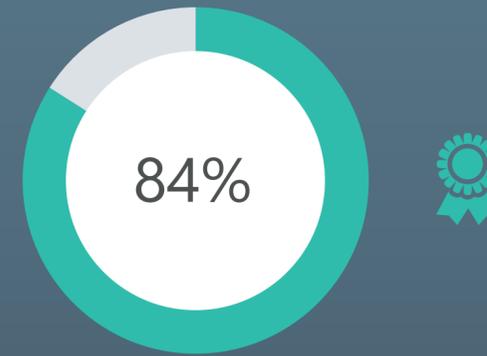
KEY FINDINGS



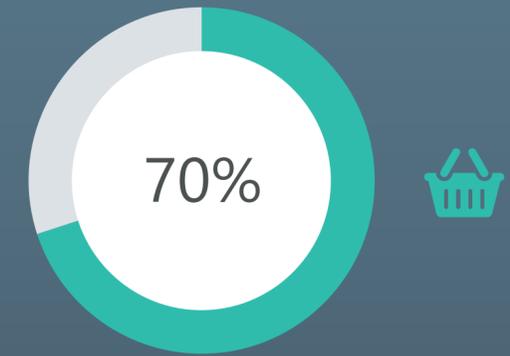
Calls convert twice as many prospects compared to clicks or using forms



Web visitors prefer using the phone than filling in forms



Satisfied web visitors from using call back solutions



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



Insurance quotes finalised over the phone

Finance



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

Travel



Hotel reservations completed over the phone

High-tech



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

Health



Patients that book their appointments over the phone

Automotive



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

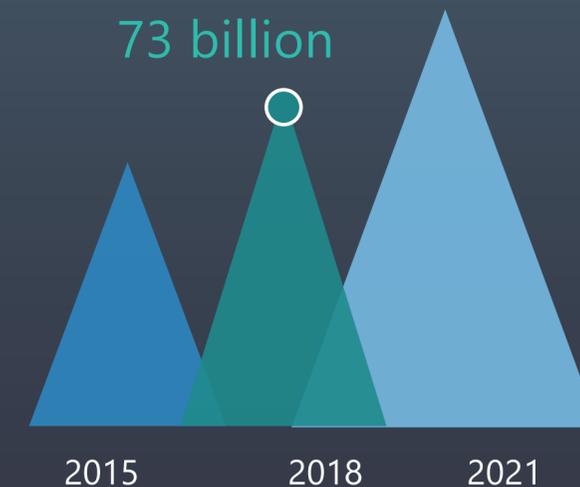


56% of marketing decision makers cannot identify where their leads are coming from



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

Mobile search will generate 73 billion calls in 2018



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

The screenshot shows the Direct Energie website. At the top, the logo reads "direct energie mon énergie, tout simplement". Below it, a banner says "Je souscris un contrat d'électricité et/ou de gaz" with a "Rappel gratuit et immédiat" button. A main heading asks "Pour commencer ma demande de souscription en ligne, je choisis ma situation actuelle ci-dessous:". Two options are presented: "J'emménage dans un nouveau logement" (with a woman moving boxes) and "Je change de fournisseur pour mon logement actuel" (with a woman thinking). Each option has a "Je mets le compteur à mon nom" or "Je change pour Direct Energie" button and a link to "Comment se passe ma souscription?".

DIRECT-ENERGIE

The screenshot shows the Audi website. The top navigation bar lists models: "A5 A6 A7 A8 Q2 Q3 Q5 Q7 TT R8 RS e-tron quattro" and the Audi logo. The main image features a dark Audi A7 Sportback. Below the image, a dropdown menu shows "Modèle AS Sportback" and two filters: "395 Véhicules neufs" and "236 Véhicules d'occasion".

AUDI

The screenshot shows the Humanis website. The top navigation bar includes the Humanis and Radiance logos and a search bar. The main heading is "PARTICULIER" with a sub-heading "Accueil > Particulier". A large image shows a family (grandmother, child, and mother) sitting at a table. To the right, a text box promotes "Souscrivez une complémentaire santé et bénéficiez de garanties adaptées". It includes a "Faire un devis santé" button with a "2 MOIS OFFERTS" badge and a "Rappel immédiat & gratuit" button. At the bottom, there is a "Déjà client ? Jouez !" button and a star rating.

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 screenshot shows the Direct Energie website interface. At the top, the logo reads "direct energie mon énergie, tout simplement". Below it, a banner says "Je souscris un contrat d'électricité et/ou de gaz" with a yellow button labeled "Rappel gratuit et immédiat" featuring a phone icon. A smiling woman's face is partially visible on the right. Below the banner, a heading reads "Pour commencer ma demande de souscription en ligne, je choisis ma situation actuelle ci-dessous:". There are two main options, each with a yellow button and a "Comment se passe ma souscription?" link. The first option is "J'emménage dans un nouveau logement" (I'm moving to a new home), accompanied by an image of a woman carrying boxes. The second option is "Je change de fournisseur pour mon logement actuel" (I'm changing provider for my current home), accompanied by an image of a woman looking thoughtful.

“ 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

INSTANT CALL BACK

OBJECTIVE

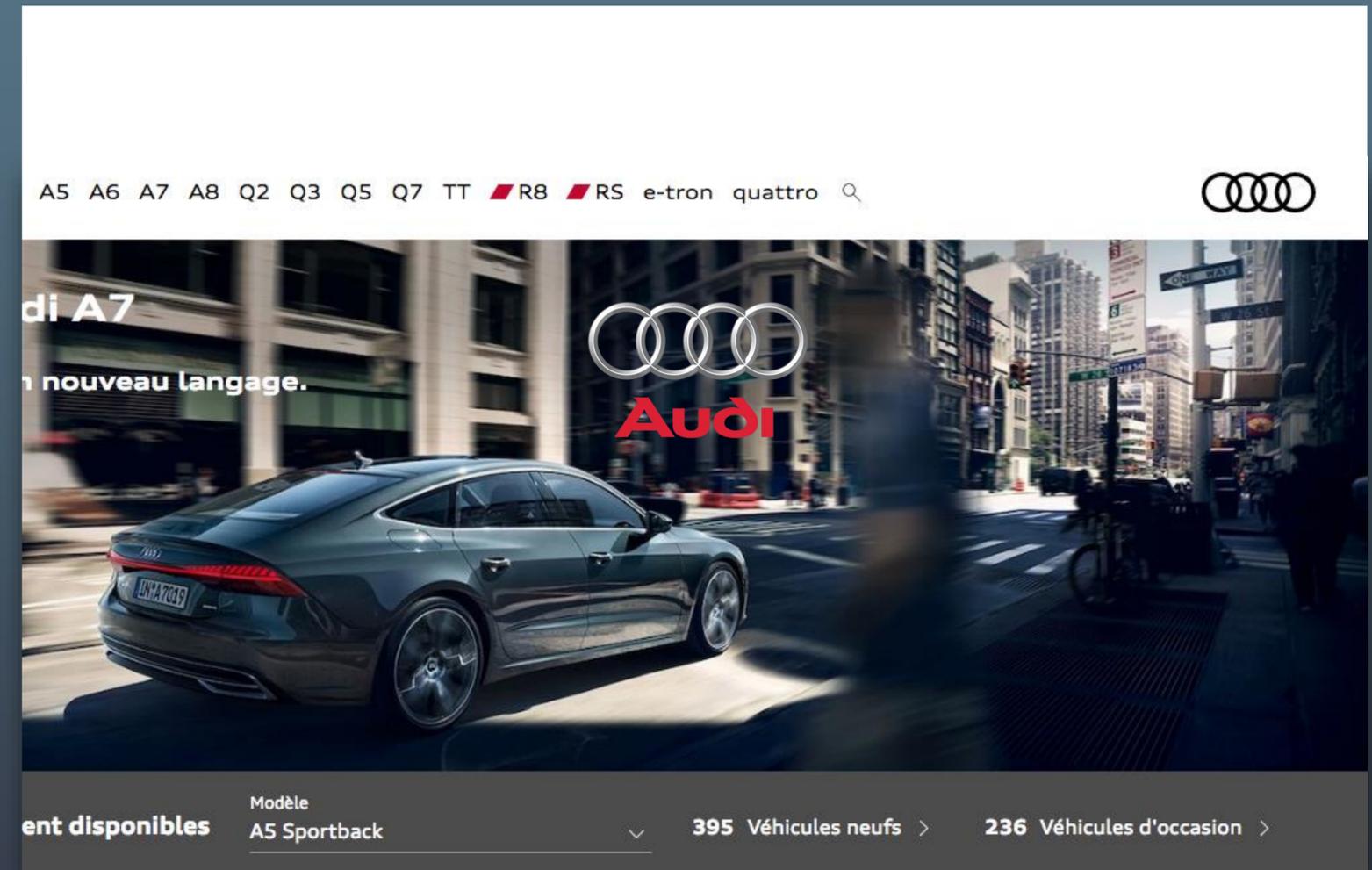
- Generate demand for on premise appointments via the call centre
- Optimise inbound call flows
- Offer an easy-to-navigate experience for buyers

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

INSTANT CALL BACK

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



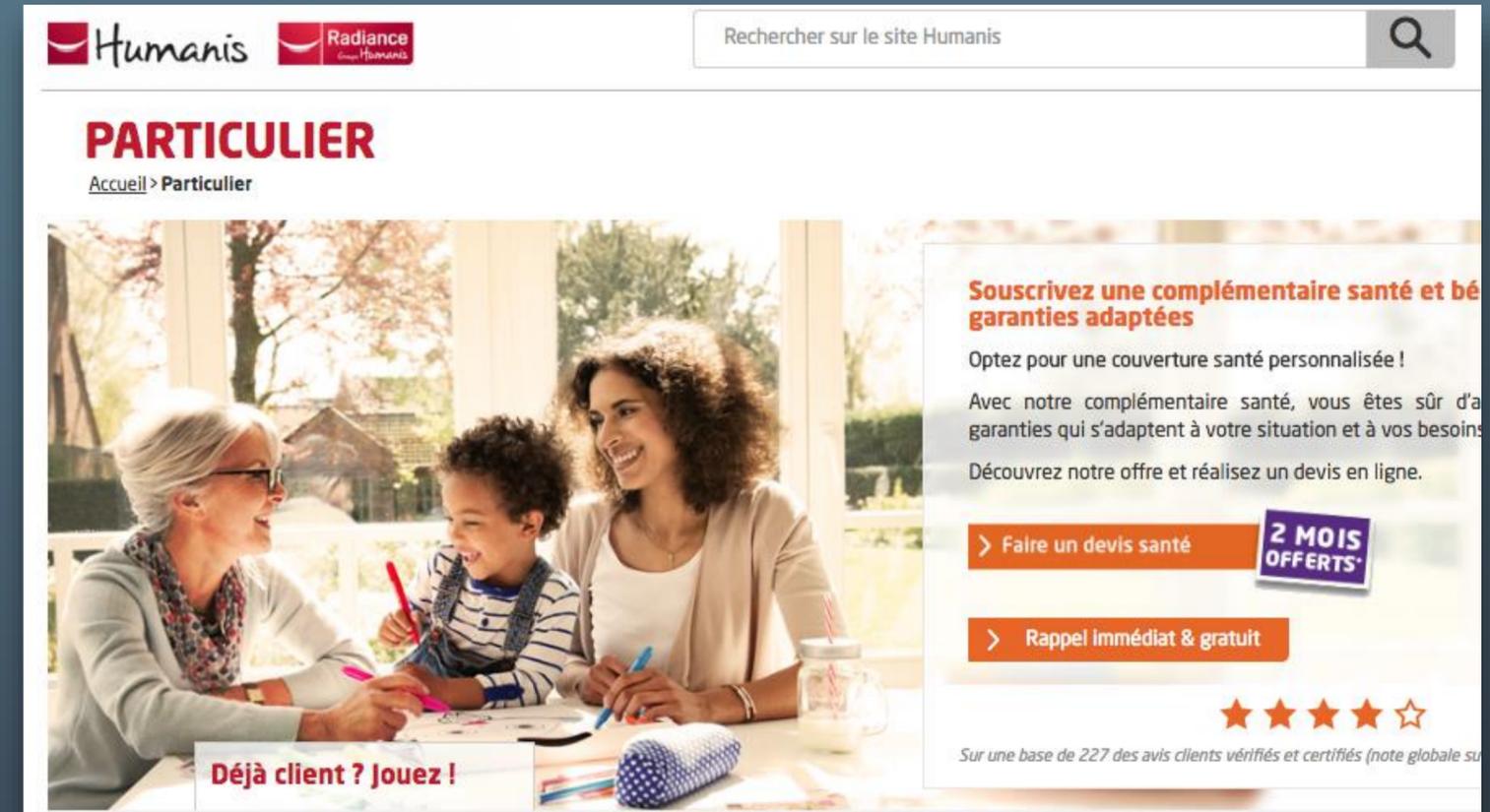
Generated 12% additional leads



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.



CONTACT DETAILS



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