

# Increase insight

into your sales goals, marketing strategy,  
and overall customer experience.



Here's how you can grow your bottom line when you partner with Callcap, the last piece to your strategic puzzle.



## See the full picture—clearly.

With reporting, you'll see your data at work, from a high-level perspective down to the smallest of details. Every aspect of your operation is displayed, so you can see trends and make adjustments at every level of your company to ensure an elite customer experience.



## Recover missed opportunities.

Want to recover up to 46% of your lost calls? Our call recordings and call detail records will alert you immediately if a potential lead doesn't book an appointment, so your team can call the customer back and save the call.



## Ensure excellent employee performance.

Get real-time gains by tracking how your agents treat your customers—even when you're away. Use your smartphone or tablet to keep up with our real-time dashboard, which lets you know what is happening with each and every call we process.



## Learn what the data's really showing you.

Our easy-to-use dashboard analytics are simple to understand. That way, you can easily interpret them and quickly make decisions that can save you money and help you strategize for the future.



## Find out exactly what your customers think about your business.

Call recordings let you listen to and review your first point of contact with your customers, so you can improve your reputation and service, train your employees, and protect your company from liabilities.



## Master your marketing budget.

Stop wasting precious dollars on ineffective campaigns that don't bring in high-quality leads. Our solutions deliver data you can use to see what advertising tactics are performing well and what you should consider changing.



## Be prepared with disaster recovery.

Make sure your team never misses a potential guest's call due to severe weather or power outages. Callcap's disaster recovery lets you re-route calls with the click of a mouse, so there's someone to help a customer whenever the phone rings.



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