

Grow your franchise

by improving every phone call.

Franchise operations choose and trust Callcap because we learn and understand your needs.



Safeguard franchisor ownership.

One of your most valuable assets is your hands-on knowledge of the industry you're in. Franchisees benefit from your proven experience, and it allows them to avoid the problems that plague start-up businesses. Callcap protects you by monitoring and safeguarding your ownership of the phone numbers your franchisees use in the marketing materials you provide.



Enforce brand standards.

The franchisor provides franchisees with the tools necessary to operate their businesses to your brand standards. With Callcap call recording, call evaluations, mystery shopping, and survey services, you can make sure these brand standards are followed with respect to customer satisfaction and overall perception of your brand name.



Recover missed appointment opportunities.

Imagine if you could recover up to 46% of your lost calls in a single store. Now, imagine if you could do that in all of them. With call recordings and call detail records, it's possible—we 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.



Find out 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 for your individual locations and across the map.



Make sure your franchises are staying compliant.

Working with qualified vendors who understand brand protection and compliance of a franchise system is essential; it ensures continued success of both the franchisee's and franchisor's assets and investment. If your franchisees take credit card information over the phone, you must make sure they're compliant with PCI-DSS regulations. Our PCI compliance solutions help you protect your customers, your franchises, and your reputation by preventing credit card numbers from getting into the wrong hands.



Master your marketing budget.

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



Find out what customers think about individual stores and your brand as a whole.

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 yourself from liabilities.



Ensure excellent sales performance.

Get real-time gains by tracking how your franchisees—monitor sales, close ratios, and how employees treat your customers. 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.



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.



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 franchise is displayed, so you can see trends and make adjustments.



www.callcap.com

877.412.1477 (Toll-Free)

sales@callcap.com

