

# 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.



## Customize your business's phone number.

Your phone number may be your customer's first impression of you. Look pro with a local or toll free number. Or choose a custom vanity number which is easy to remember, makes your business stand out and boosts your reputation.



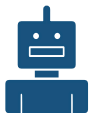
## Ensure excellent employee performance.

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.



## 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.



## Rule out robocalls.

Our system blocks robocalls, so your front line won't waste time answering calls that aren't from real opportunities.



## Make sure your offices are staying compliant.

If your offices 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 company, and your reputation by preventing credit card numbers from getting into the wrong hands.



## Limit liability.

No more "he said/she said" guessing games. Callcap's system gives you the facts, so you'll be able to hear exactly who said what between customers and employees.



## Text existing customers.

Have your message seen where your customers are already looking. Get client feedback and find out if your team is leaving customers satisfied with automated broadcast text surveys. Or text special offers, alerts or coupons.



## Track click-to-call.

When a customer calls the number on your website, you will be able to see their keywords and referral path as well as the webpage they were viewing when they called.

