

# Understand the effectiveness of each marketing message you send out.



Here's how your company will benefit when you partner with Callcap.



## 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.



## Recover missed appointment opportunities.

Want to recover up to 27% 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 you can call the customer back and save the call.



## Rule out robocalls.

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



## 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 can help your firm grow.

“ Callcap gives me the tools I need to establish a personal touch with my business. I have seen more than a 30% increase in customer retention thanks to Callcap. Their in-depth analysis allows me to sustain positive customer experiences. ”

Chad Porter, Vice President, Network Marketing Pro, Inc.



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

Call recordings give you the opportunity to 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 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.



## Be prepared with disaster recovery.

Never miss a potential 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 always 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 firm is displayed, so you can see trends and make adjustments.



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